

TAILBOOK

TailBook

**An ecosystem that helps to improve
the lives of homeless animals in a
variety of ways**

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Budva, Montenegro

Many countries
has a large number
of homeless animals.
They include
Montenegro.

Problem Complex



Homeless Animal Itself

- suffering of animals
- uncontrolled reproduction
- lack of food and medical care



Society

- there is no connection between different groups of activists and those who care
- lack of information support



Government

- significant costs to solve the problem
- epidemiology and sanitation, safety
- tourism and international cooperation



Person

- fear for animals life
- lack of awareness of help
- inability to track animals and their lives

Our Goals

Save Animal Lives

- Make every homeless animal visible and observable
- Attention and care
- Nutrition and veterinary care
- Home



Change Attitudes

- Uniting for the purpose of preserving life
- Substantial assistance
- Each animal in the spotlight



Create A Modern Solution Tool

- Reducing the cost of solving the problem
- A ready-made tool for the most humane solution

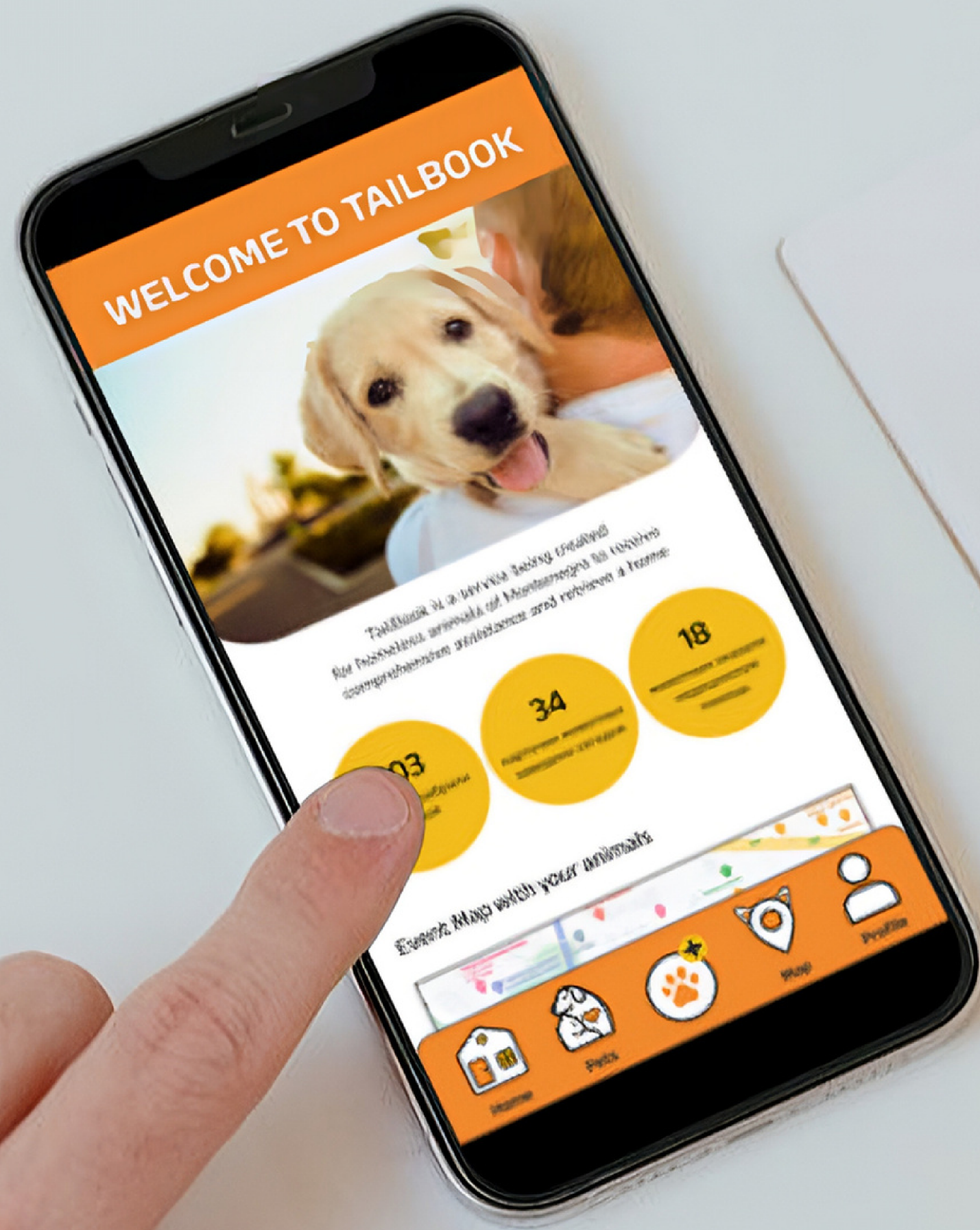


Attract The Public Attention

- Let everyone know a homeless animal exist
- Community

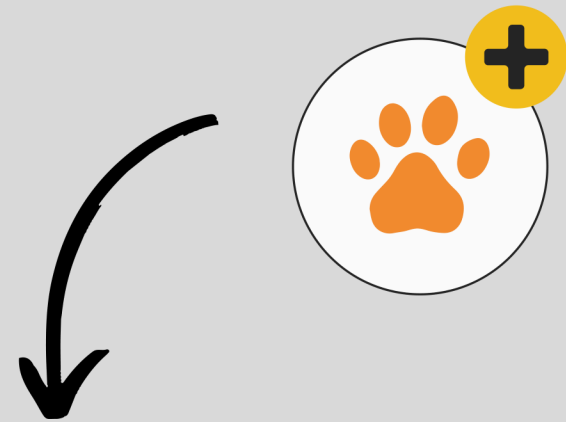


Our solution: TailBook








How TailBook Works

Animal's page
in 30 sec



Catalog



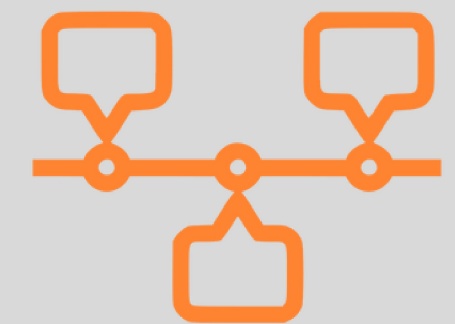
-  **Fixing the condition**
-  **Veterinary**
-  **Feeding**
-  **Donation**
-  **Homing in ME
or outside ME**



Social Network



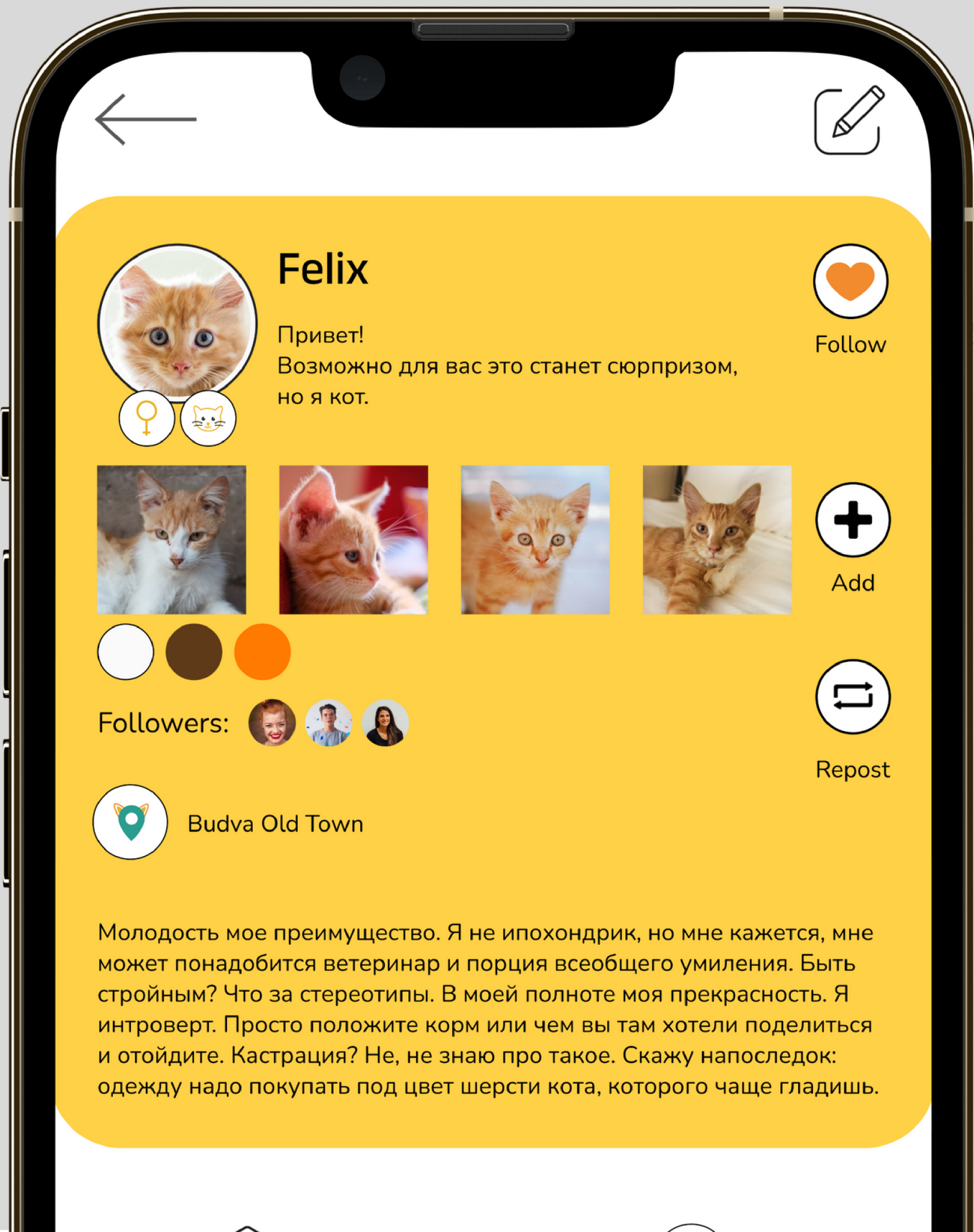
Map



Timeline



Achievements



Personal Page

Elements:

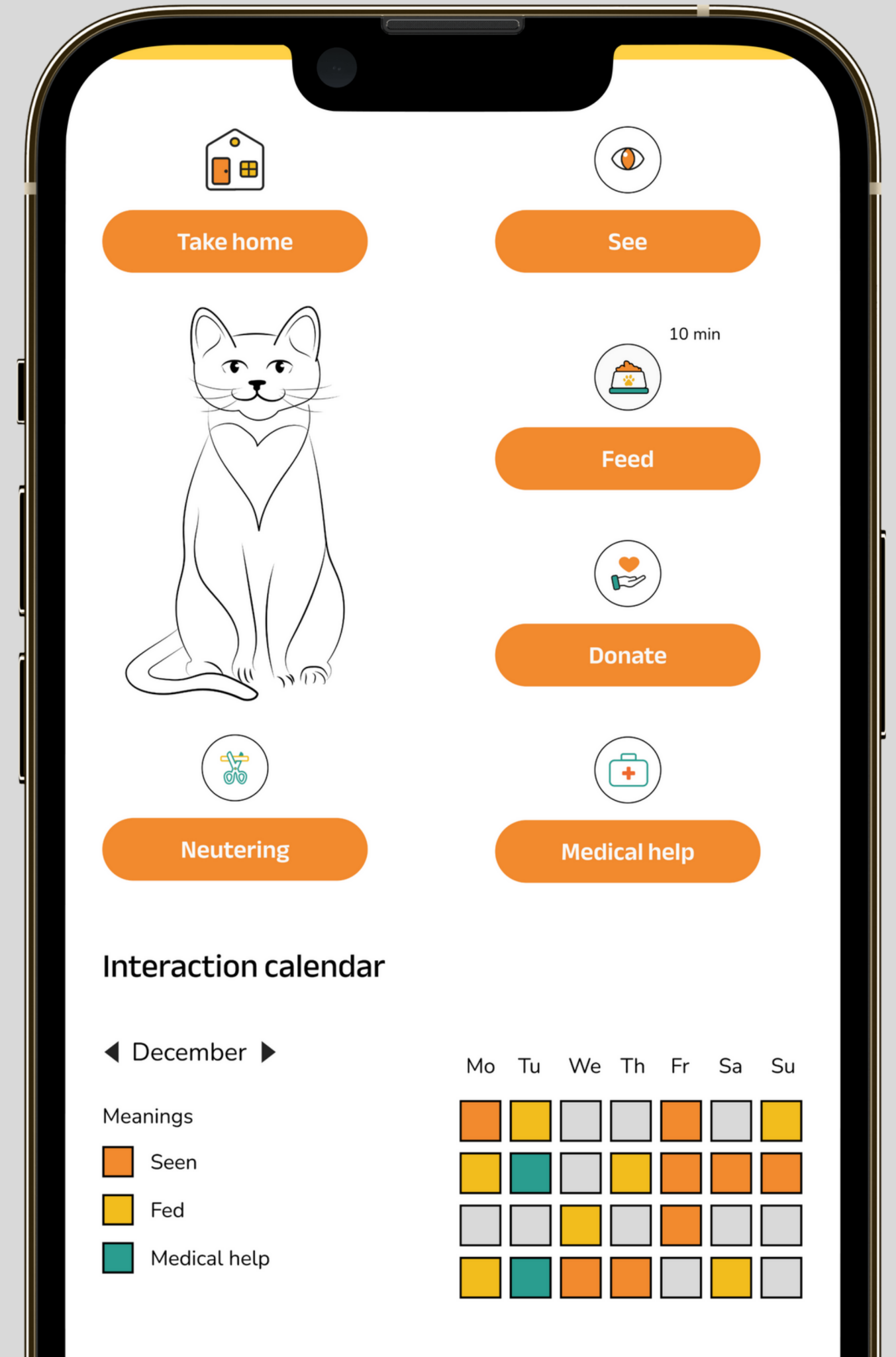
- Presentation: pictures, discription, location
- List of followers
- Become a follower
- Timeline
- Map
- Repost to social media networks

User	Action	Data
Liam	Fed	28.01.2023
Amelia	Seen	27.01.2023
Oliver	Seen	25.01.2023
Sophia	Fed	25.01.2023
James	Fed	23.01.2023

Timeline

Tools:

1. A part with buttons for a quick reflection of the interaction
2. A calendar
3. A log of events



Castration

Medical help

Interaction calendar

◀ December ▶

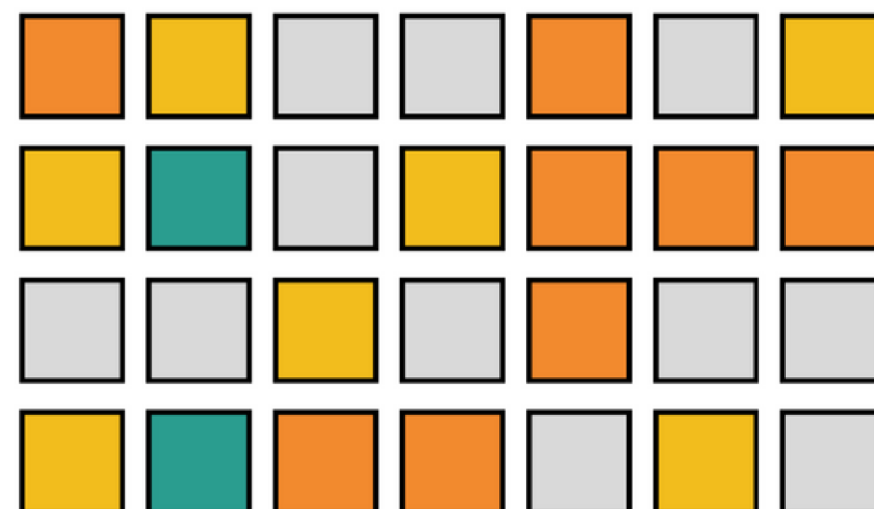
Meanings

Seen

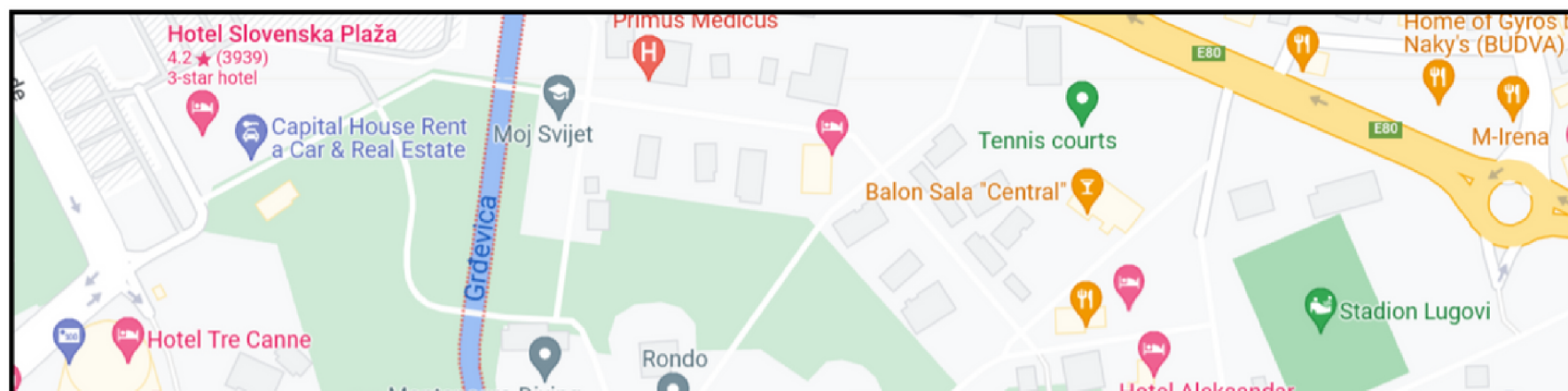
Fed

Medical help

Mo Tu We Th Fr Sa Su



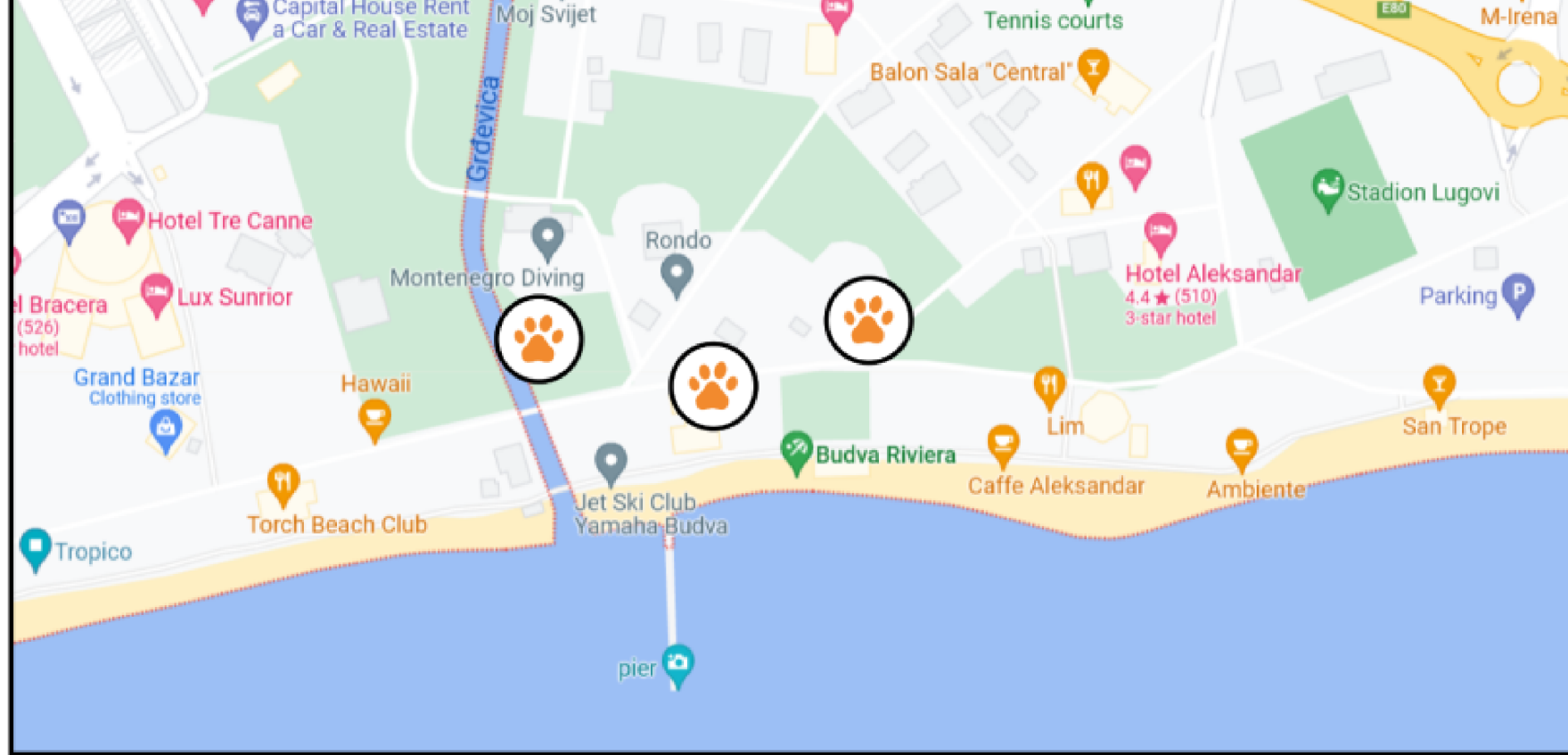
Has been seen



Timeline

Calendar






A tool for displaying the frequency of users interactions with a specific animal

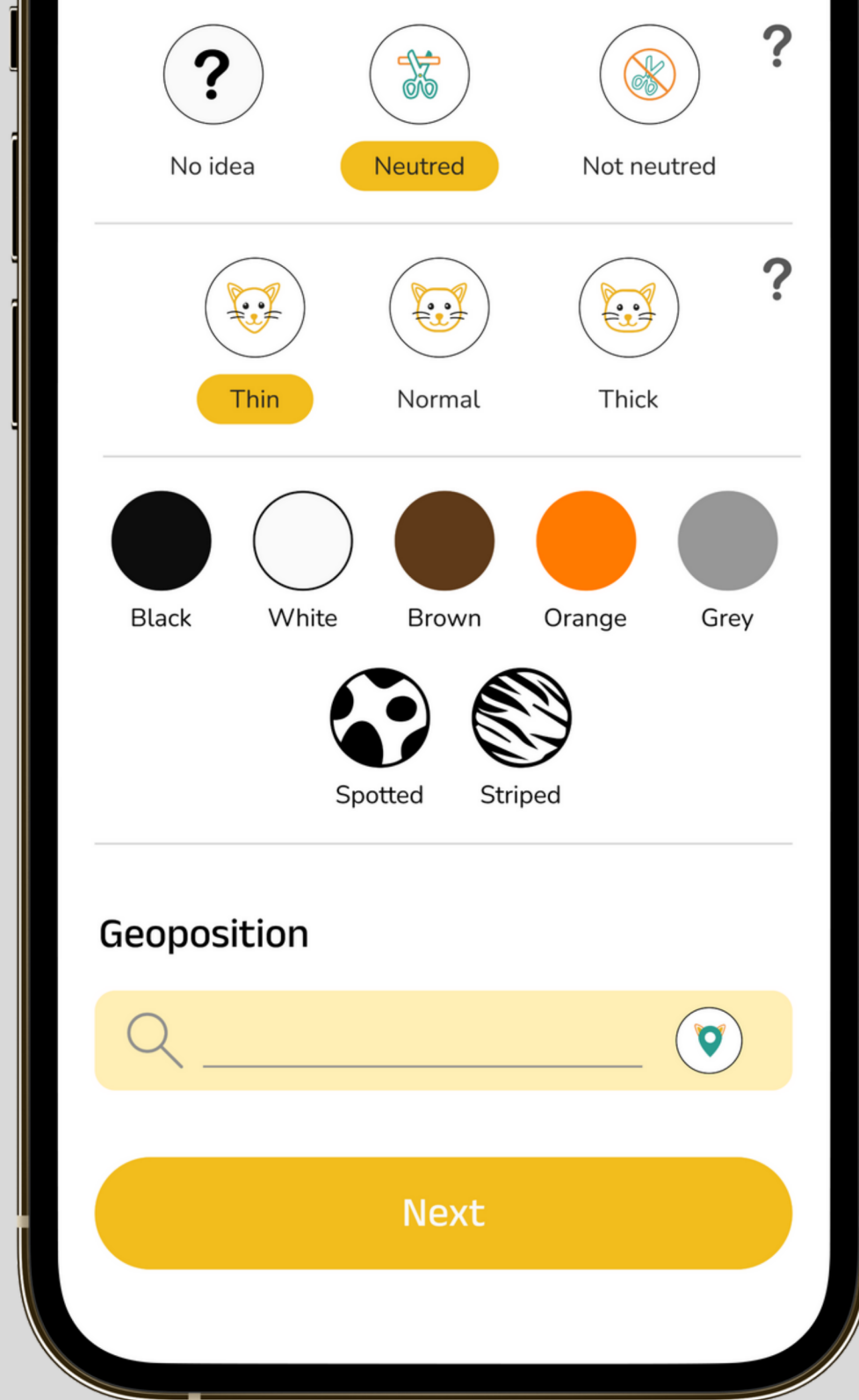
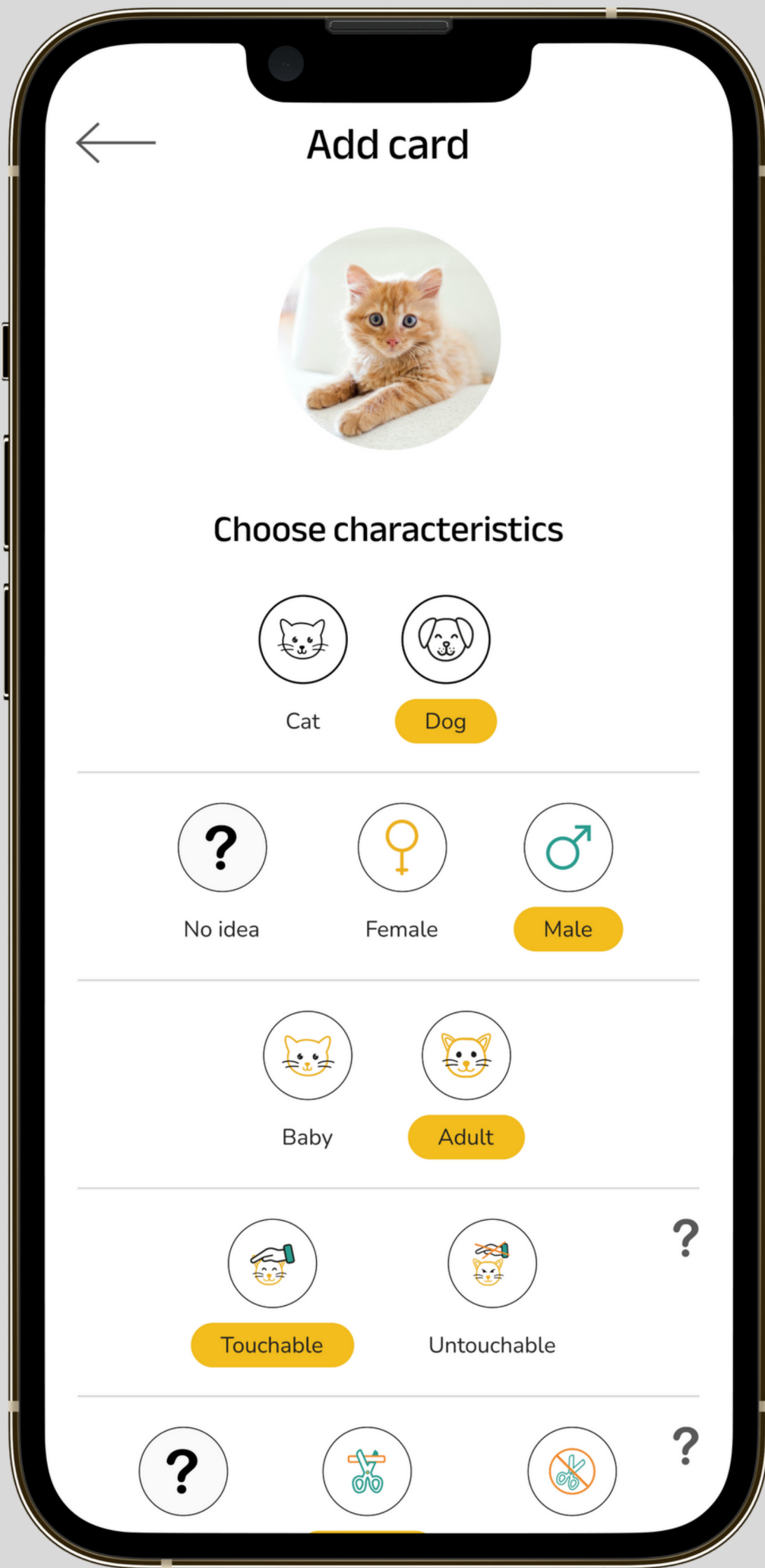


Timeline

Log of Events

A tool that records all the help given and those who gave that help

User	Action	Data
 Liam	Fed	28.01.2023
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 Oliver	Seen	25.01.2023
 Sophia	Fed	25.01.2023
 James	Fed	23.01.2023



Personal Page Creation

3 simple steps:

1. Upload photo
2. Choose parametres
3. Generate discription

Example of Description

- universal description generator
- name generator

Meow to you, friend.

I'm the cutest animal in the world... that's right, a red CAT!
I've been around a long time and believe me, I've had a lot of experience. For example, I can lie on the roof, I can annoy the dog outside the store.

My therapist is convinced I have hypochondria. He almost convinced me. Just look behind my ear here... is my tail really supposed to curl like that?

Regarding my build, being overweight isn't a crime, however I look great.

It's not that I don't like people, I just don't like having you around.

Castration? You catch up with me first, and then we'll talk about personal boundaries.

I'll end by adding: cats are an invaluable resource. They produce comfort.

BR, Snowball



In the Prozesse

- Social media repost
- Internal messenger
- Achievements
- Drafts
- AI in generating animal descriptions
- AI in the image upload editor

Design, Develop and Evolution



Schemes & Diagrams
System Engineering

NoCode / PWA
Microservices

Cross-Platform Frontend
Microservices

Tools: Github, GH Projects, GH Actions, Miro, Trello, Notion, Ansible, Adalo, Cloud, Python, Flask, PyTorch, OpenCV, Tilda, Figma

Rapid Prototyping: NoCode, NoRegrets

Model-Driven Development – create software in domain-specific models or languages.

NoCode – create software in WYSIWYG way in most shortly way without qualification.

PWA – wrap a website in something like an application.

Frontend	Backend
Wix (-)	
Tilda (+)	
Glider/PWA (-)	
Adalo/PWA/iOS/Android (+)	
	Strapi (?)

Benefits:

- semi-workable application in a few days (if the platform fits your needs)
- administrator panel
- no separation between frontend and backend development
- infrastructure-less solution

Disadvantages:

- can't use modern practices of software development: version control, CI/CD, team scale, configuration control, etc.
- customization (4 colors, 2 fonts are enough for anyone)
- cost growth with service growth
- client-side and server-side computation

from Rapid Prototype → to Product

Landing by Tilda

Microservices: cropper, desc-generator, etc.

Adalo

Backend

(Embedded)

Frontend

(PWA + iOS + Android)

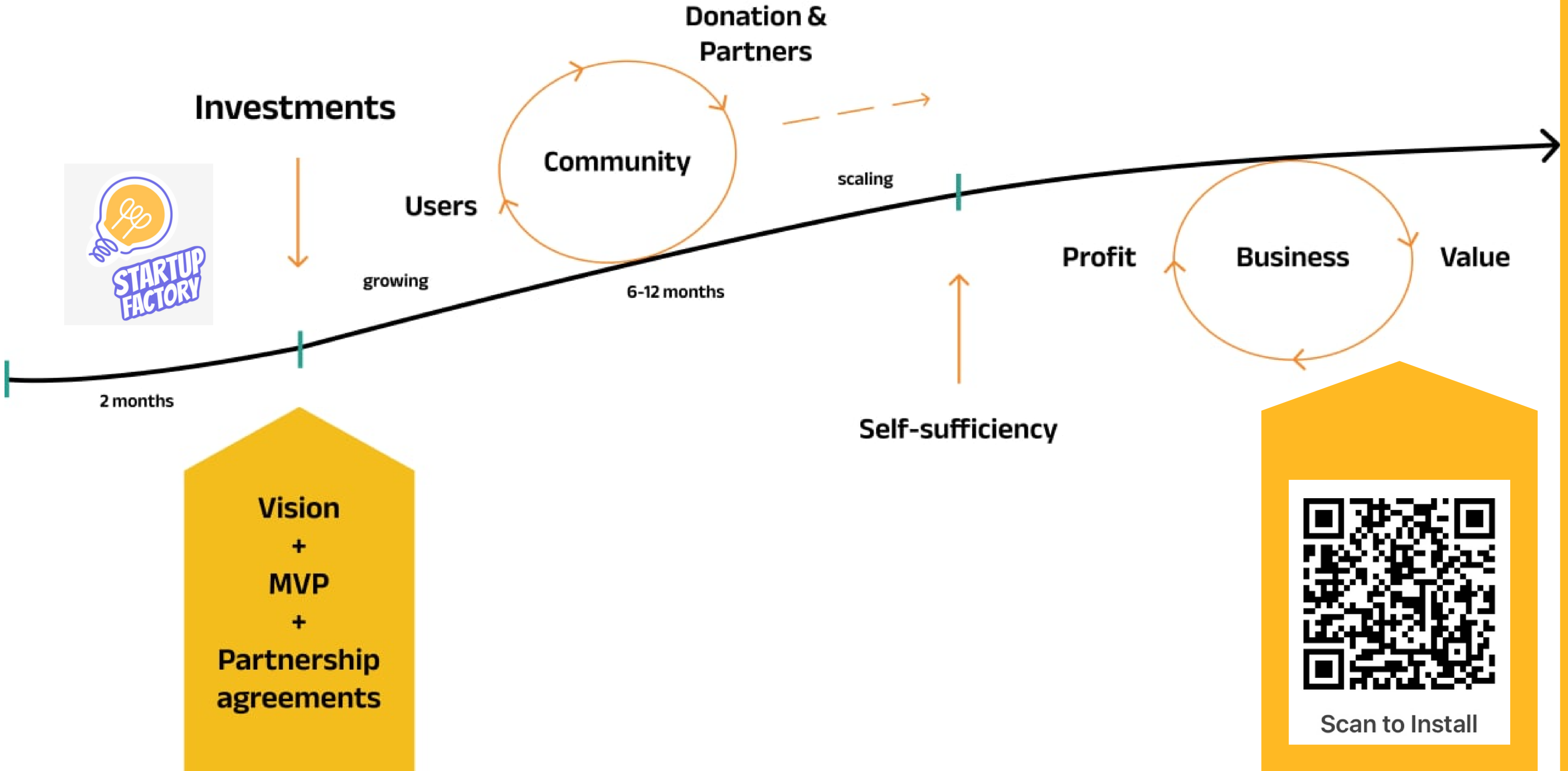
(1) Extract
and Use by REST API

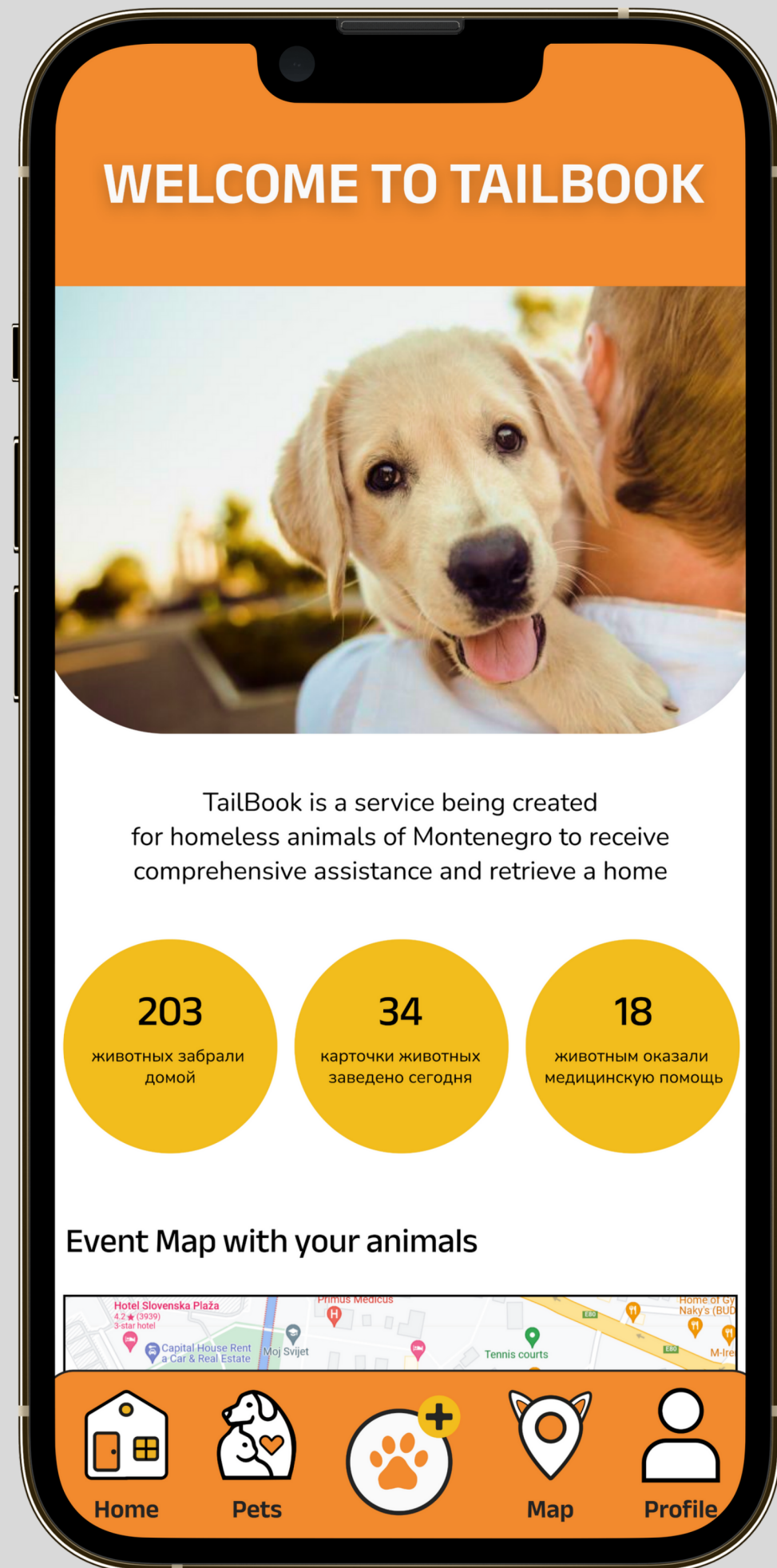
(2) Smoth Migration to
Cross-Platform Mobile Platform

**Headless Self-Hosted CMS
or Custom Solution**

**React Native
or Flutter
or Other Alternative**

Born and Evolution





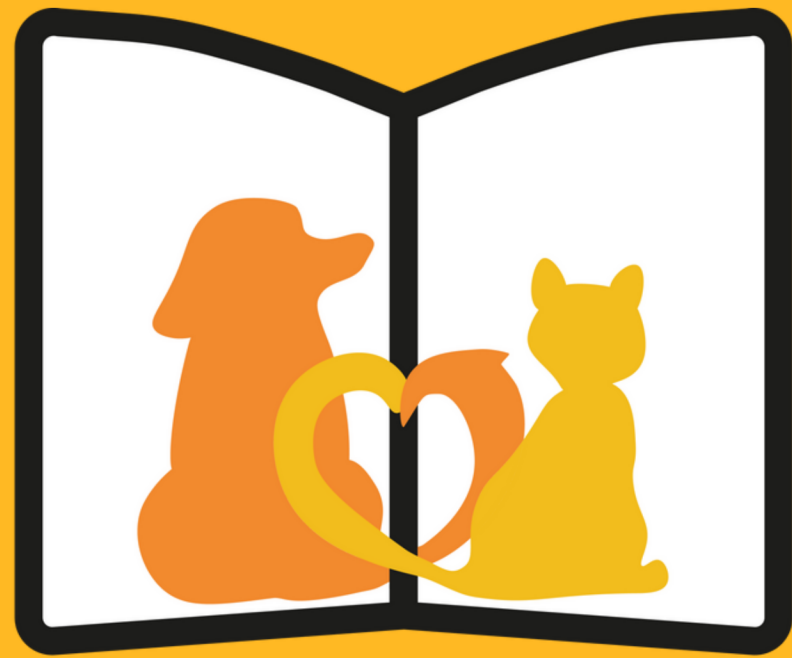
Ecosystem

We are focusing on the core functionality of the app, but we have the potential to become an ecosystem.

To do this, we need resources that will allow us to implement more services.

Join us!

The Priority Areas for the Project



TAILBOOK



TAILBOOK



Making it possible to place animals in **new homes abroad**.

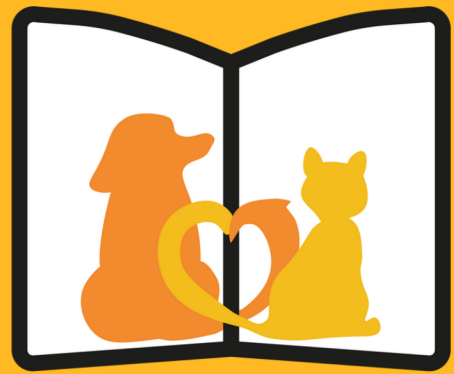
Developing modules to help **connect shelters, volunteers, clinics**, pet stores, and other resources.

Creating an internal **messaging system**.

Implementing **financial tools** to support animals, volunteers, and shelters.

Supporting the **Serbian language** and expanding the service to other countries.

Finding investors and finding ways to financially **support the service**.



TAILBOOK

Meet Team's Core



Konstantin Skavitin
CEO



Aleksandr Penskoï
CTO



Konstantin Toroshchin
Frontend Development



Anastasiya Zemlyanskaya
Project Manager



Nadezda Kondratyeva
UX/UI



Alisa Nichik
Public Relation

Before using TailBook



After adopting with TailBook



Support TailBook



Patreon



Boosty



CloudTips



Bitcoin Wallet