

# Camera trap Conservation App

Picturing the world's treasures  
by  
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'I want to use social media as a way to make people wonder, aware and contribute to the spectacular wildlife diversity of the world'

**Wonder** the amazing wildlife this earth contains

Being **Aware** of the fact that we are losing these species rapidly

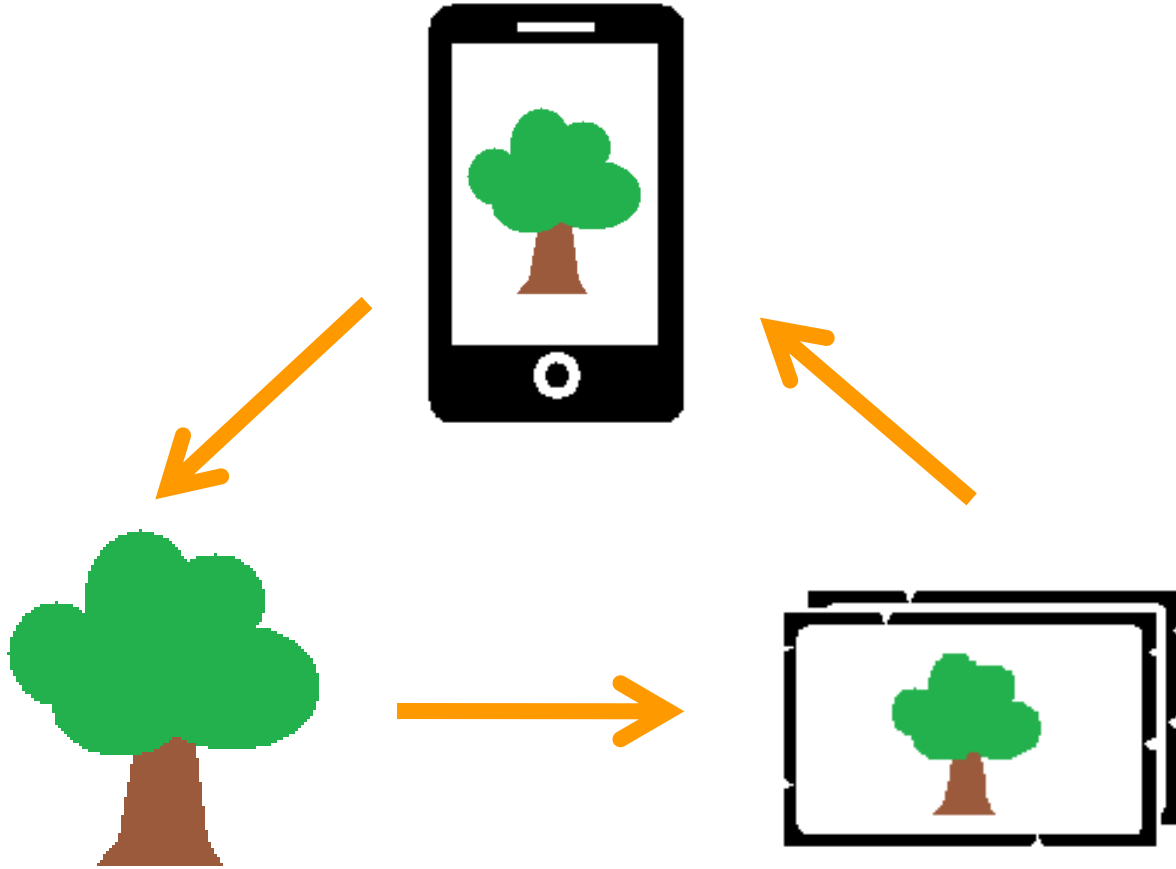
**Contribute** in conservation by buying this App to sponsor conservation projects

**Vision**

# Using existing camera trap pictures to generate publicity and money for conservation projects

- Camera trap projects have databases of thousands of unused pictures.
- These pictures contain all sorts of beautiful animals on rare places in the world.
- By making them accessible to the public we can generate money.
- By incorporating these pictures into a game we will increase our target group.

**The idea**



The App consists of two main elements:

Information element – giving information on the conservation projects in what, where and why they are being performed

Game element – to perform a quest to find these rare and endangered species yourself

**Set up**

You are going on a quest in search of rare animals!

- Chose an area/project in the world
- Set up your research and place the (limited # of) cameras wisely to find the target species
- Check your cameras regularly
- Determine the animals and save the pictures in your collection
- Save the most beautiful pictures as wallpaper and share them with friends

**The Game element**

# A POTENTIAL SET-UP



# Camera Trap Conservation

Picture the Worlds future

This App is sponsored by  
[TrailCamPro.com](http://TrailCamPro.com)





Thank you for buying this App. Thanks to your contribution we are able to perform research to some of the most endangered animals on the planet. 90% of the profit of this App is used for conservation purposes. Check for more information the website: [www.camera-trap-conservation.com](http://www.camera-trap-conservation.com)

Loading...

3/27/10 1:47:57



Welcome Explorer!  
Are you able to capture  
the most illusive and  
endangered animals on  
camera? Let's get started!

Choose a project

Instructions

Options

3/27/2010 1:47:57



The Research Projects

The Pygmy Hippo

The Sumatran Tiger

The Asian Tapir

The Snow Leopard

3/27/2010 1:47:57



In Search of the  
Illusive

Pygmy Hippo

Project Information

Start new Research

Photo Collection



# Chose your set-up



Settings

Location

# cameras

4

# Days

14

Period

March

# Chose your set-up



Location

Settings



Amazonia



You've got 13 Pictures!

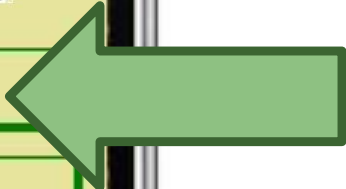


Show all Pictures

Show per Camera

Start new Reaearch

Start new Project



What is this animal?



BUSHNELL

- A Maxwell's Duiker
- B Brooke's Duiker
- C Jentink's Duiker

What is this animal?



BUSHNELL

- A Bongo
- B Indian Rhino
- C Pygmy Hippo





Well Done!

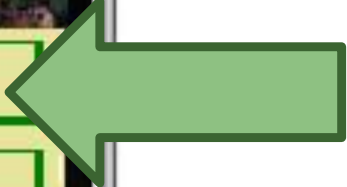


It's a Brooke's Duiker



BUSH NELL

Show a friend!



Add to Collection

# Create a third cash-flow

1st 'lite' version → Free for members

Next upgrade → 1-3 euro

30% → App store  
50% → WWF  
20% → Income/development

**Business Case**

# Publicity

WWF



Social network communities

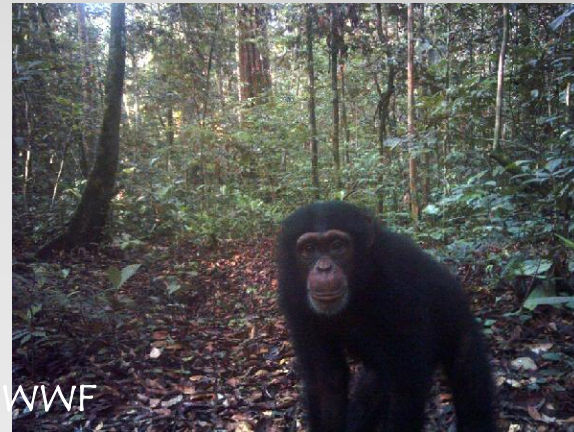
Press

**Business Case**

What are the consequences?

The pictures will be 'sold' to the users, so clear agreements on the copy rights are essential

Put the WWF-logo on the pictures



**Business Case**

How much does it cost?

A one time investment in building the App, about  
€20K

Why will people buy the App?

- Contribution to conservation
- The game element
- Using pictures as wallpapers

**Business Case**

# Business expansion (SAP-WWF)

'Rent' the App to other organisations

Use same format  Apply to other projects

No costs, just material  10% income for WWF

Potential organizations:

IBREAM; *pygmy hippo*

Predator Conservation Trust; *big cats*

Snow Leopard Trust; *snow leopard*

International Rhino Foundation; *all rhino species*

## Business Case