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Abstract
The objective of this paper is to propose and introduce to people an app that will help to link between clinic and pet owners. PetGrab aims to help users which are the pet owners to get their pets treatments in order to make sure their pets healthy. In this paper also, we propose the Business Model Canvas (BMC), strategy canvas, environmental map and value proposition design (VPD). This is a conceptual solution that has been proposed. Other than that, this paper also has proposed enhanced BM.

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