

## A.-SWOT ANALYSIS

### A. INTERNAL DIMENSION

#### Strengths:

- Multidisciplinary team composed by qualified members in Animal Assisted Interventions (AAI).
- Technical team in charge: animal experts in charge of taking care of training and animal behavior and welfare.
- Wide time availability adjusting to the needs of users: organizational flexibility.
- Very motivated team, with great work capacity and a high professional level..
- Extensive network of contacts nationwide

#### Weak points:

- Service little socially rooted by its high ignorance on the part of the population.
- Little evidence of studies conducted regarding the results obtained through Courthouse Dogs.
- Certain results of the interventions are only noticeable in the long term.
- Working with animals carries the risk of being able to leave during certain periods of the year, being difficult to rotate and/or replace..
- Given possible increases in demand, the search and hiring of more handlers can be an excessively slow process, making possible the loss of potential users.
- Negative profitability during the first six months.

### B. EXTERNAL DIMENSION

#### Threats

- Due to the high cost of our services, we depend on sources of financing such as foundations, associations and public or private entities, given the current situation of economic crisis, it makes it difficult to accept our proposal.
- Increase of the intrusion in the sector.
- New sanitary regulations that make the project unfeasible as conceived.
- Entry of new competitors sponsored by powerful multinationals with almost unlimited financial resources.

#### Opportunities

- The Courthouse Dogs are a novel concept providing a playful and affective component that facilitates the interaction between minors a professionals making forensic interviews easier and faster based in an emotional balanced.
- There are not a large number of organizations that perform these services exclusively and professionally.
- Respect and love for animals is growing more and more within our society, which will facilitate our introduction into the market.

## B.-FINANCIAL PLAN:

Our growth model for the Courthouse Dog project in Courts consists of the following steps:

**1. Replicate the successful way of implementation that we have done so far** with the financing of Purina Prize, thanks to this funding, we would expand the research study to favor its implementation in new Courts, reaffirming the help of dogs to optimize the time of forensic interviews, favoring a more humane climate for children to testify.

**2. Thanks to research we could provide solid background about the Courthouse Dogs benefits:** By generating a faster link between minors and judicial professionals, interviews became more effective in less time, which has a positive impact on the time spent by professionals and on the time that minors remain in court. Courthouse Dogs help to save money in Courthouses providing human welfare. On the other hand, although we have no scientific evidence, some judges tell us that the parties reach pre-trial agreements thanks to the presence of the Courthouse Dog avoiding trials and reducing judicial costs.

3. On the other hand, thanks to our **high qualified team and its experience**, having visited Courthouse Dogs project in the United States and carrying out this project for almost 5 years, we offer guarantees of success.

4. **Dogtor Animal has a statewide name being a reference in Animal Assisted Interventions**, thus offering a quality seal.

5. **Guaranteed by our experience in Family and Criminal** we have an advantage in order to expand the project to other Courthouses since we have the methodology, infrastructure and qualified team to do so.

## C.-BUDGET PLAN:

This is the project budget that we are currently carrying out and which we invoice to the Ministry of Justice of Madrid Community:

DESCRIPTION / CONCEPT	TOTAL PRICE WITHOUT TAX (VAT)	TAX (VATI)	TOTAL PRICE WITH TAXES (VAT)
<b>Courthouse Dog form minors testifying:</b> <u>Program extension:</u> annual from January 2020 to December 2020. <u>Session duration:</u> depending on each case (between 1h and 5h). Annual interventions: maximum 100 intervenciones. <u>Lugar:</u> Criminal Court: C/ Julián Camarillo, 11. 28037. Madrid Family Court: C/ Francisco Gervás, 10. 28020. Madrid.	12.250€	21%	14.822,50€

### OBSERVATIONS:

The price of the Project includes the following points necessary for its proper functioning:

- a) Service coordination: service scheduling, operational units supervision, coordination with judicial professionals and administration, ensuring compliance with the execution protocols and supply of material necessary for the development of the service.
- b) Availability of the resources: operational capacity of the service offering a functional presence of its resources on the established days
- c) Professionals specialized in Animal Assisted Interventions: a handler with an Intervention Dog.
- d) Dogs follow-ups:
  1. Veterinary/physically/biologically
  2. Emotionally
  3. Cognitively/training.
- e) Material resources: special coach for interviews, posters, displays, information leaflets, etc.
- f) Displacements
- g) Annual reports:
  - Intervention types
  - Case.
  - Courthouse where we are offering the resource.
  - Qualitative general assessment of the service

This is the project budget that we want to carry out in the other courts of the periphery of Madrid:

DESCRIPTION / CONCEPT	TOTAL PRICE WITHOUT TAX (VAT)	TAX (VATI)	TOTAL PRICE WITH TAXES (VAT)
<p><b>Courthouse Dogs Project for minors and women from domestic violence in periphery of Madrid.</b></p> <p><u>Program extension:</u> annual</p> <p><u>Session duration:</u> depending on each case (between 1h and 5h).</p> <p><u>Annual interventions:</u> maximum 160 intervenciones.</p> <p><u>Courthouses:</u> Partidos judiciales de la periferia (*):</p> <ul style="list-style-type: none"> <li>- Alcobendas.</li> <li>- Móstoles.</li> <li>- Leganés.</li> <li>- Getafe.</li> <li>- Majadahonda.</li> <li>- Coslada.</li> <li>- Parla.</li> <li>- Alcorcón.</li> <li>- Fuenlabrada.</li> <li>- Pozuelo de Alarcón.</li> </ul>	25.200€	21%	30.492€

**OBSERVATIONS:**

(\* ) It is subject to the needs and possibilities of each Courthouse and the acceptance by their judicial professionals.

The price of the Project includes the following points necessary for its proper functioning:

a) Service coordination: service scheduling, operational units supervision, coordination with judicial professionals and administration, ensuring compliance with the execution protocols and supply of material necessary for the development of the service.

b) Availability of the resources: operational capacity of the service offering a functional presence of its resources on the established days

c) Professionals specialized in Animal Assisted Interventions: a handler with an Intervention Dog.

d) Dogs follow-ups:

1. Veterinary/physically/biologically
2. Emotionally
3. Cognitively/training.

e) Material resources: special coach for interviews, posters, displays, information leaflets, etc.

f) Displacements

g) Annual reports:

- Intervention types
- Case.
- Courthouse where we are offering the resource.
- Qualitative general assessment of the service

This is the project budget to carry out the project at the national level

DESCRIPCIÓN / CONCEPTO	PRECIO TOTAL SIN IVA	IVA	PRECIO TOTAL CON IVA
<p><b>Courthouse Dogs Project for minors and women from domestic violence National Level.</b></p> <p><u>Program extension:</u> annual .</p> <p><u>Session duration:</u> depending on each case (between 1h and5h).</p> <p><u>Annual interventions:</u> : maximum 1300 interventions (110 per community).</p> <p><u>Courthouses:</u> Partidos judiciales a nivel nacional. One on each community (*):</p> <ul style="list-style-type: none"> <li>- Andalucía.</li> <li>- Aragón.</li> <li>- Cantabria.</li> <li>- Castilla la Mancha.</li> <li>- Cataluña.</li> <li>- Comunidad Valenciana.</li> <li>- Extremadura.</li> <li>- Galicia.</li> <li>- La Rioja.</li> <li>- Navarra.</li> <li>- País Vasco.</li> <li>- Murcia.</li> </ul>	195.000€	21%	235.950€

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The price of the Project includes the following points necessary for its proper functioning:

- a) Service coordination: service scheduling, operational units supervision, coordination with judicial professionals and administration, ensuring compliance with the execution protocols and supply of material necessary for the development of the service.
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  - Courthouse where we are offering the resource.
  - Qualitative general assessment of the service