Future Key Development

- **Gamification of Key** — Setup the Gamification for the Entire Key Conservation App

- **Researcher Arm** — Build Out Researcher Arm of App for All Academics, Field Stations and Individual Researchers

- **Business Arm** — Create a Social Corporate Responsibility Program Within the Key App

- **Data** — We aim to provide organizations with valuable data on what campaigns are successful and which ar not, what demographics they are reaching, how they can be more efficient with their time and outreach and ways to reach new audiences and support. We aim to identify correlations between outreach methods and organizational and species survival.

- **Wildscreen** — Add the Species (Photo/Name) that Organizations Work With to Organization Profiles with Links to Wildscreen/IUCN Learn More

- **Conservation X Labs** — Crowdsource Global Ideas for Large and Small Conservation Issues and Funnel to CXL Digital Makerspace for Ideation Support

- **Diversity** — Provide Resources and Support to Poorly Represented Populations to Get Their Research Published, Attend and Speak at Conferences, Have Access to the Latest Technology, and Amplify The Voice Globally and Locally

- **Profile Switch** — Allow Individuals the Ability to Switch Between Supporter and Organization Accounts

- **Virtual Reality** — Create VR Mode Within Key to Allow Users to Experience Conservation on the Front Line

- **QR Codes** — Create QR Code System for Zoos, National Parks, Museums, etc. for Users to Scan and Get Involved with Organizations Helping on Key

- **Conservation Resources** — Create a Database of Tech, Learning, and Other Resources for Organizations to Use For Free or at a Discount

- **Desktop** — Create a desktop-friendly web based version of the app that will support a deep data collection system

- **Endowments** — Create Conservation Wide Endowments for All Organizations to Cover Core Operating Costs

- **In-Field Safety** — We aim to create a community that supports the well-being and safety of conservationists. This includes in-field safety trainings, establishing a safety standard assessment rating system for conservation organizations, creating a global safe network, private groups for specialized support, mentoring, and more.

- **Conservation Optimism** — Our partnership with CO will bring empowering moments of hope to the world. Each Conservation Optimism post that features a Key partner organization will link back to the Key Conservation app so supporters can easily continue to learn more about the organization, see what challenges they are currently facing and find the tools to help in real-time. Instead of just reading about these stories supporters will be able to take their hope to do more and turn it into action.

- **Policy** — We aim to educate the general public about issues directly affecting the mission of conservation organizations by providing transparency to the work being done in the field. Individuals will be able to understand the obstacles organizations face and be given actionable steps to take a stand.