CloudWinks

CLOUDWINKS · AGRICULTURE & EQUINE

FoalFactory

Business brief

FoalFactory runs a horse breeding programme from the breeding cycle to the growing foal, with lineage and health records at every step.

1. What it does

FoalFactory is a specialised horse breeding and foal management system. It tracks breeding cycles, monitors each foal's development, manages genetic lineage and keeps health records, with analytics across the whole breeding programme.

2. Main features

- Breeding cycle tracking
- Foal development monitoring
- Genetic lineage management
- Health records
- Breeding program analytics for equestrian operations

3. How it works with other applications

FoalFactory works alongside HorseStudbook, which holds pedigrees and registration, and uses the shared Crux record for owners and breeders. Every item it manages also uses the CloudWinks base functions: media through MediaMogul, role players, dates and times, ratings, budgets, transactions and a status flow. Each base function opens the controls in the app that owns them, so nothing is duplicated.

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