



# PET BOSS

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# Pet Owner Challenges

My pet is sick!  
What do I do!?

Where can I  
get my pet  
groomed?

I need a sitter  
for my dog!



# Pet Business Owner Challenges

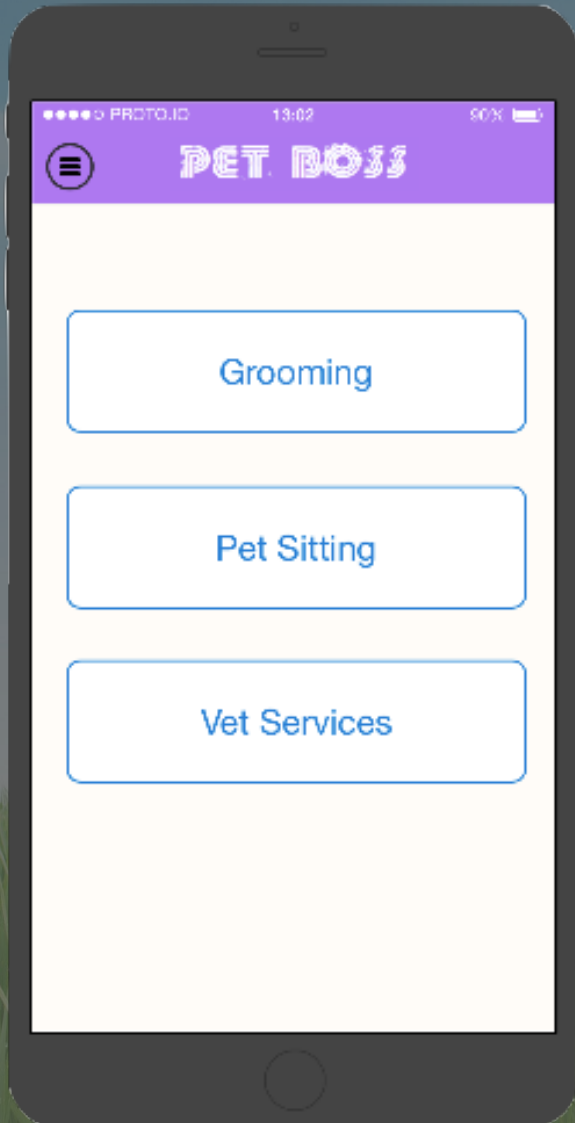
How do we get  
more business  
?

How can we be  
more marketable  
?

How can I  
better serve  
my customers  
?



# Solution



- All-in-one Pet Service Platform
- On-demand appointments
- Refined searches

# Prototype



# Competitive Advantage & Market



Market:

Pet Services & Classifieds/Referrals

Clients:

Pet Owners & Business Owners (of Pet Services)



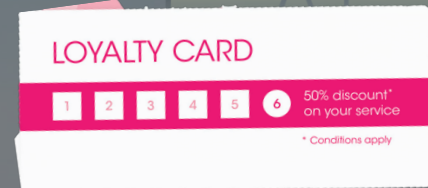
# Go-To-Market Strategy



VERMONT - 55



Year 3:  
Increased  
Value



NEW YORK  
WEST VIRGINIA - 30



Year 2:  
Retention

Year 1:  
Promotion

PHILADELPHIA - 10

# Financials

*In Thousands	Year 1	Year 2	Year 3
<b>Gross Income</b>	74	446	1,226
<b>Expenses</b>			
Sales, Marketing, Advertising	17	25	39
Salaries & Taxes	163	367	699
Hosting, App Dev., Maintenance	12	3	7
Rent & Traveling	48	51	63
<b>Total Expenses</b>	240	446	807
<b>Net Income</b>	-166	-0.3	419

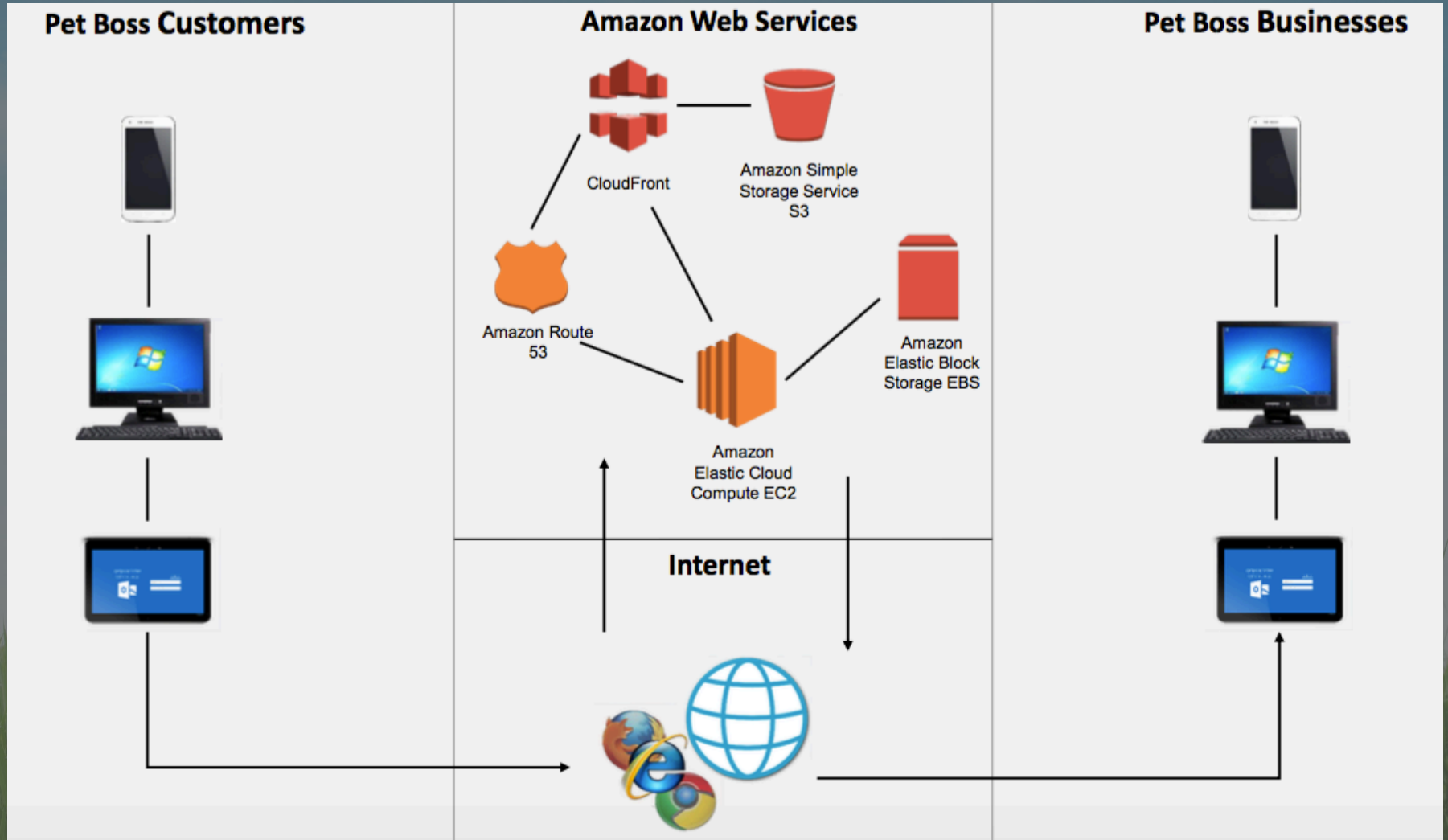
**TOTAL # OF COMPLETED TRANSACTIONS:**

YEAR 1: 8,000

YEAR 2: 23,000

YEAR 3: 41,000

# System Architecture





**Be Your Own Boss.  
Pet Boss.**

