



Home Of Dog Friendly

[www.roch.dog](http://www.roch.dog)

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# Bark Team One



**Guise Bule**  
Chief Executive Officer

Guise is the creator of the Roch Standard, Founder of Secjuice, Founder of DeTy, and Chairman of the English Breakfast Society.



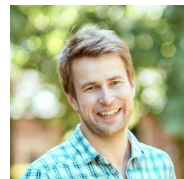
**Nolan Holden**  
Chief Technology Officer

Nolan is our technical genius and formerly a Senior Software Engineer at Tesla working on autonomous driving and artificial intelligence.



**Harsh Jobanputra**  
Front End Developer

Harsh is a gifted full stack developer, and graduate of California State who can make a web app front end do anything.



**Johan Jansson**  
Senior Software Engineer

Johan spent the last five years as a senior software engineer at Booking.com, one of the world's largest online travel agencies.



**Ryan Miller**  
vCISO

Ryan is a veteran CISO and ensures that our platform, people, and communications, data are secure in the face of constant threats.



# Advisory Board



**Ben Halliwell**

Marketing Strategy Advisor

Ben is a veteran marketer responsible for many of America's best loved brands, with 20+ years experience in digital and loyalty marketing.



**Emese Varga**

Loyalty Strategy Advisor

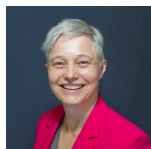
Emese is an experienced loyalty executive with over a decades of experience, having formerly led loyalty at Apple and Virgin Atlantic.



**CJ Allen**

Product Strategy Advisor

CJ is a senior product leader and VP of Product and Marketplace Design at Expedia, having previously led the product team at Amazon.



**Dvorah Graeser**

IP Strategy Advisor

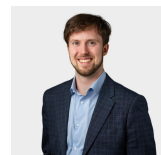
Dvorah ensures we lay a firm intellectual property foundation, she is a veteran startup IP lawyer, and a credentialed USPTO Patent Agent.



**Ivo Murris**

Product Strategy Advisor

Ivo is a veteran technology veteran, enterprise board level operator, and senior product manager for one of the worlds largest software companies



**Harry Backhouse**

Data Analysis Advisor

Harry is an experienced data analyst specializing in investment banking and financial simulations, and a research analyst at the Cato Institute.



**Elizabeth Keeslar**

Gift Card Strategy Advisor

Elizabeth is a payments professional with over 15+ years of experience, and is the Gift Card Program Manager for Best Western Hotels & Resorts.



# Intern Crew

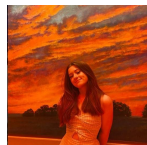
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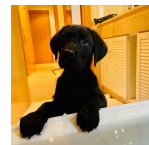
**Danielle Dorilio**  
Financial Analyst Intern



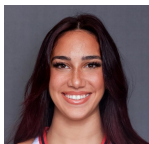
**Allen Rajesh**  
Graphic Design Intern



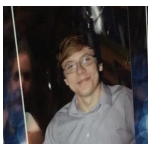
**Megan Montgomery**  
Community Outreach Intern



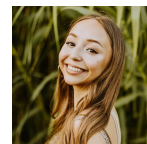
**Position Vacant**  
Marketing Intern



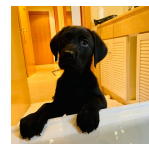
**Raneem Elbarky**  
Social Media Intern



**Alexander Blades**  
Investor Relations Intern



**Gabriella Montes**  
Community Outreach Intern



**Position Vacant**  
Operations Intern



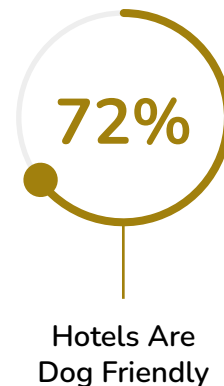
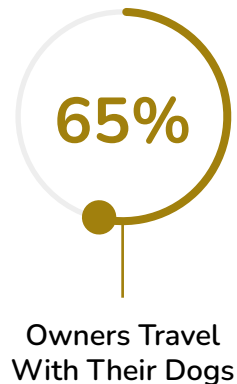
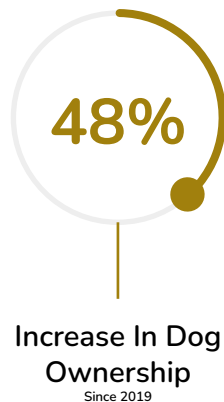
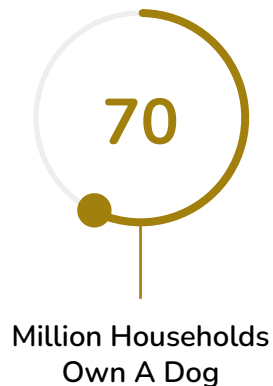


**Roch** is named after Saint Roch, the patron saint of dogs, whose bond with his faithful canine companion has resonated globally through human history. In his name we work towards making the world a friendlier place for dogs.

*Spain: Roque | Italy: Rocco | Germany: Rochus | Greece: Ρόκκος | Vietnam: Rôcô | Malaysia: Rockey*



# Rising Dog Travel Trends



Source: American Pet Products Association (APPA) and International Pet and Animal Transportation Association (IPATA) statistics from the 2016 -2022 time period in the USA.



# The Problem



There is no universal definition of 'dog friendly' and a lack of clarity.



Hotels struggle to retain customers, build loyalty, and create word of mouth.



Owners experience unfair restrictions, charges, and unmet expectations.



Struggle to adopt best practices, regulations, & leverage dog friendliness.

## Problem Key



= A problem for dog owners.



= A problem for business owners.



# The Solution

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A universal dog friendly standard, definition and self certification process.



A multilingual, dog friendly directory, graded and ranked by industry and region.



Help businesses to differentiate in a competitive dog friendly market.



Provide best practice, regulatory clarity, training, and marketing tools.





# Service Offering



## The Roch Directory

A free-to-use global directory of dog friendly businesses, available in 30+ languages to the general public.

## The Roch Standard

The world's first universal dog friendly certification for the hospitality, retail, and leisure industries.

## The Roch Society

A friendly society for dog owners, and dog friendly businesses, working in support of responsible dog ownership.



# Branded Marketing Materials

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Indicative example of branded point-of-sale and display mockups, these are design samples and the physical products do not yet exist.



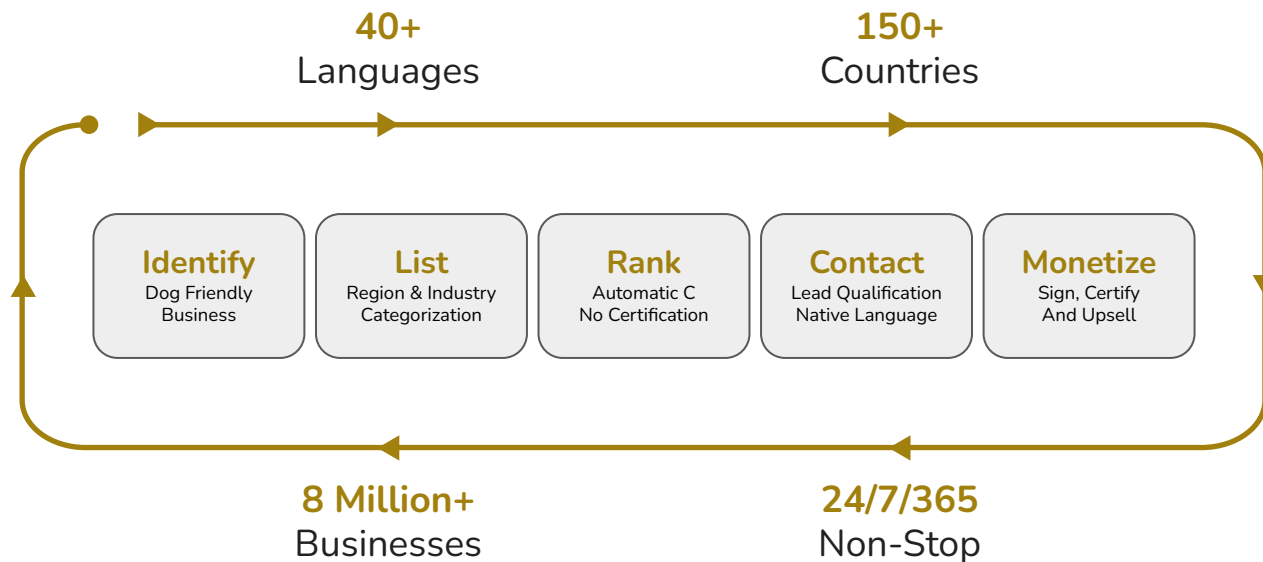
# B2B Subscription Model

Chihuahua	Labrador	Wolfhound
Presence Subscription	Ranking Subscription	Marketing Subscription
\$50	\$75	\$150
hotel/year	hotel/year	hotel/year
Certification Directory Listing	Certification Directory Listing *Officially Ranked	Certification Directory Listing Officially Ranked *Marketing Promotion

\* Officially Ranked means you will be included in our regional/industry ranking system.  
Promotion involves proactive marketing messaging through all of our channels  
and permission to use our brand in your marketing messaging, and communications.



# Roch AI - Marketing & Sales Automation



Patent pending onboarding, ranking, and certification model, and proprietary artificial intelligence control plane to enable multilingual marketing, customer service, and sales automation on a global scale.



# Artificially Intelligent Platform

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Search & Identification Of  
Dog-Friendly Businesses



Multilingual Outreach To  
Business Management Team



Profile Categorization,  
Creation & Initial Grading



Onboarding & Support For  
Certification Process



Upselling Opportunities For  
Materials, Apparel & Stickers



Persona Based Decision Maker  
Targeting & Communication



# US Market Sizing & Revenue Projection

## How Many Dog Friendly Businesses Are There?

Dog Friendly Hotels:	138,447
Dog Friendly Retail Stores:	364,000
Dog Friendly Airbnbs:	26,400
Dog Friendly Restaurants:	50,000
Dog Friendly Bars:	36,449
Dog Friendly Cafes:	47,538
<b>Total Potential Subscribers:</b>	<b>662,834</b>

## How Much Will They Pay Annually?

Hotels:	\$150
Retail:	\$75
Airbnb:	\$150
Restaurants:	\$100
Bars:	\$50
Cafes:	\$50
<b>Average Subscription:</b>	<b>\$95.83</b>

## How Much Revenue Is That?

Total Potential Subscribers:	662,834
Average Subscription:	\$95.83
% Conversion Rate:	30
Total Paying Subscribers:	198,850
<b>Total Annual Revenue:</b>	<b>\$19,056,478</b>

\* Data sourced from publicly available sources and industry data.  
Click [here](#) to see global market sizing sheet and assumptions.  
Click [here](#) to see the underlying sheet for this slide and to change figures.

\* US market sizing & revenue projections only, global sizing still in progress.

# Global Five Year Revenue Projection

There are an estimated 8-10 million dog friendly businesses globally.

If we convert just **two million** of those business over the next five years.

We *project* our revenues and valuation will be:

Projected Revenue: **\$148 Million per annum\***

Projected Valuation **\$1.7 Billion\***

\* 3rd party market comparable 12x valuation multiple from [SaaS Capital Index](#), quoted figures are based on projections.

\* **Warning** - The underlying data and assumptions used in these projections are not as strong as in our US projections.

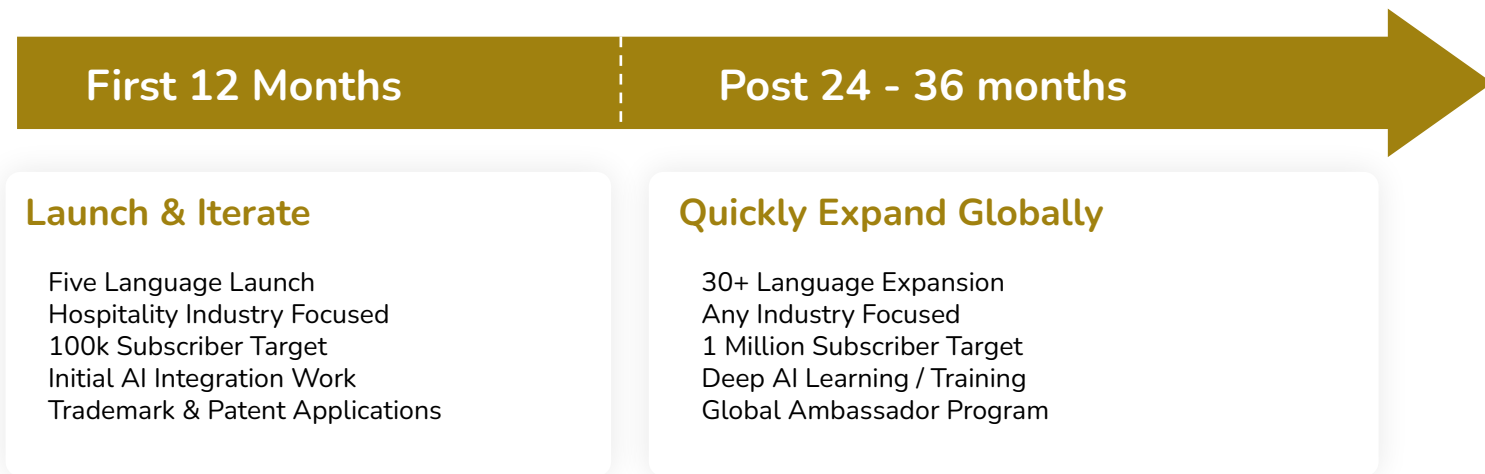


# Competitive Peer Comparison

	Friendly Dog	BringFido.com	DogFriendly.co.uk
Dog Friendly Directory	✓	✓	✓
AI Powered Self-Certification	✓	✗	✗
Dog Friendliness Grading System	✓	✗	✗
Dog Friendliness Regional Ranking System	✓	✗	✗
Multilingual & Globally Scalable	✓	✗	✗
Patent Pending & Proprietary Technology	✓	✗	✗
AI Powered Revenue Model	✓	✗	✗



# Short/Mid Term Plans

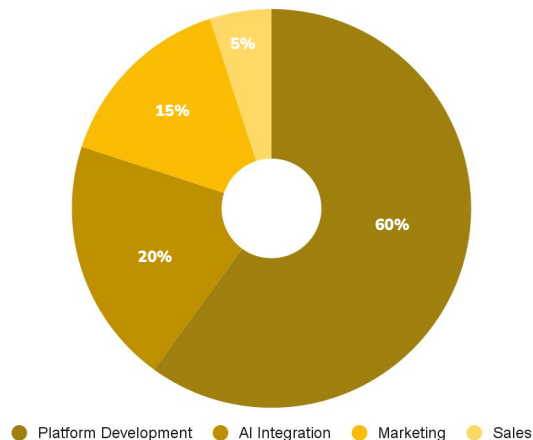


# Use Of Proceeds

Raising **\$2 million** seed capital to:

- Onboard first 100k subscribers.
- File our trademarks and patents.
- Employ two additional developers.
- Employ two operations support staff.
- Build a global team of Ambassadors.
- Integrate & train our AI GPT model.

Anticipated Spend



# Why Invest In Roch?



## First Mover

A unique concept, quasi religious and creatively standout business model conferring first mover status.



## Strong IP

Strong intellectual property protection to create a defensible position using trademarks, copyright, and patents.



## AI Powered

AI powered automated search, scrape, categorization, listing, lead generation, marketing outreach, and onboarding,



## Scalable Model

Highly scalable business model, can potentially scale regionally, globally and vertically into multiple industries.



# Indicative Convertible Note Terms

- Interest Rate of 5%

*Early Bird: 7%*

- Discount Rate of 20%

*Early Bird: 25%*

- Valuation Cap of \$10 Million USD

*Early Bird: \$5M*

- Four Year Note Maturity

*Early Bird: Three Year*

**Discount Rate** - The discount rate is a baked in discount on the equity conversion, meaning you get a discount on the share price when your note converts. In the case of Roch convertible notes, that discount is 20%.

**Valuation Cap** - The valuation cap is an early investor reward that caps the valuation price at which your note will convert into equity, providing an 'equity like' upside and allowing you to profit from increases in our value.

**Interest Rate** - Because a convertible note is a loan they accrue interest, but unlike a normal loan where the interest is paid back in cash, the interest adds to your investment, increasing your number of shares on conversion.

**Early Bird** - Preferential terms for early investors until the the first 200K is raised.

Indicative example of convertible note terms for discussion purposes, this is not an offer, recommendation or incitement to conclude any contracts for financial services or to conclude any other kind of contract.



# Legal Disclaimer

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Questions?

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