

PetBnB

Pet Hosting Platform





VISION

Be the first choice for pet owners when choosing temporary boarding for their pets.

Our aspiration is to grow from a local business operating in Paris into a worldwide industry expert, operating in the UK, the USA and Canada, countries with high demand in pet boarding.

MISSION

Connect hosts and pet owners.

We provide hosts with flexible options to list their accommodation and pet owners with a helpful tool to find one.



Short-term objectives

Year 1

Attract 150,000 people and achieve a 10% conversion rate from this number.

Build a community of 15,000 active users (at least one transaction).

Recruit 2 full-time employees.

Raise a seed capital of €200,000.

Reach the barrier of 70,000 active users.

Be present all over France.

Year 2

Long-term objectives

Year 3

New pet-related services from 180 partners.

Subscription model for community members to attract 300,000 new customers.

Year 4

Start expanding internationally.

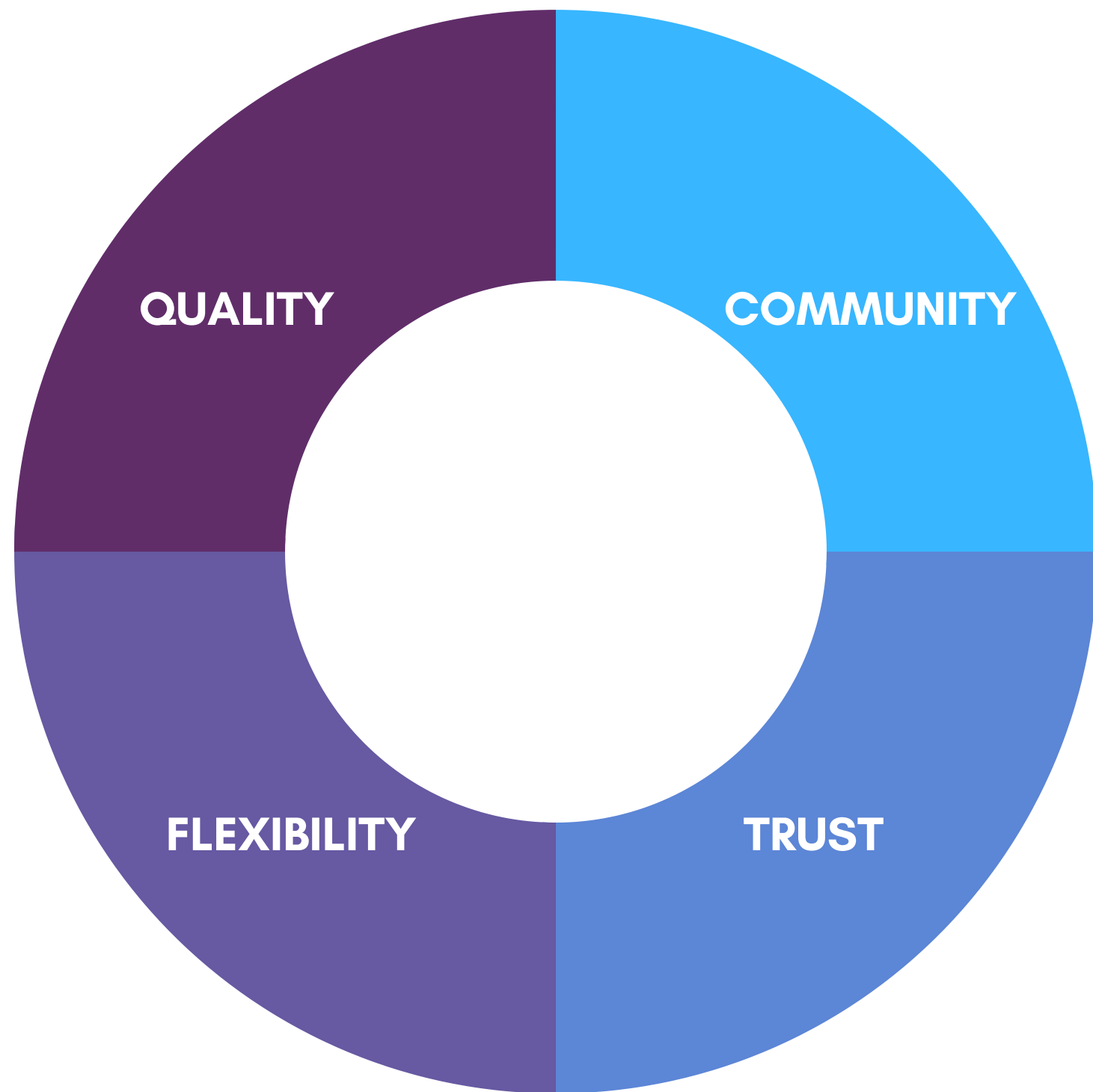
Year 5

Be established in 4 countries (France, UK, USA, Canada).

Net profit of 1 million euros.

1 million active users.

Our Core Values:



CURRENT MARKET ANALYSIS

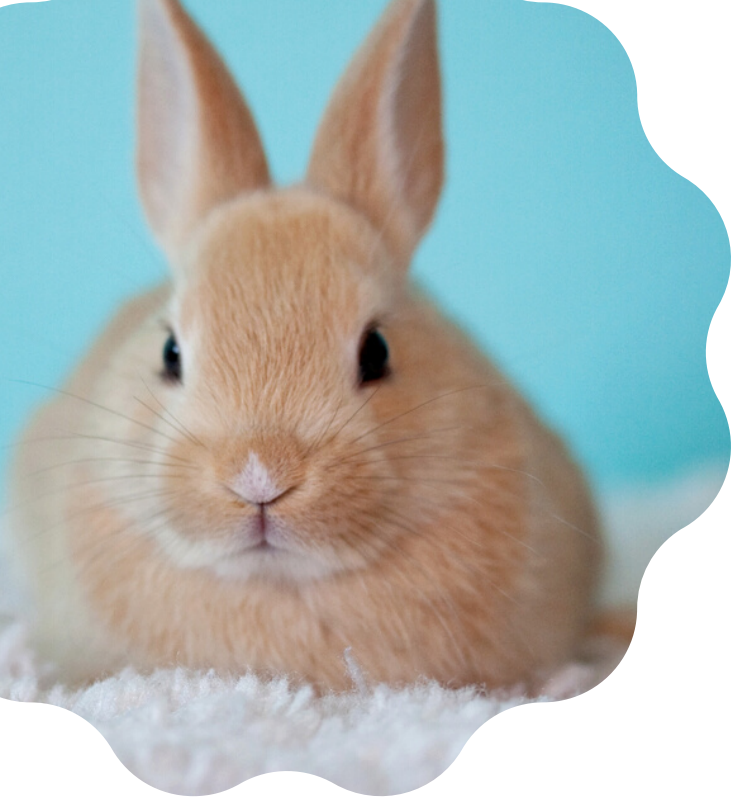
The French market is constantly expanding and will be leading the market in Europe

13,5 million
cats and 7
million dogs
in 2018

One out of two
French households
has at least one
pet

6 million pets are
mainly fish, birds
and rodents

30% have at
least one cat,
20% have at
least one dog

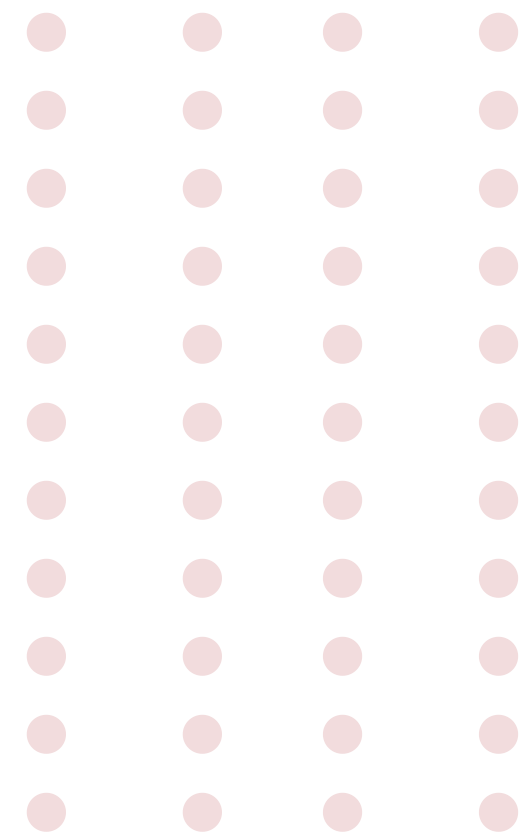


Customer Preferences

- Emerging trend in France.
- Need of an easy tool to quickly find a reliable host and compare options.
- Affordable cost and convenience. Average price 2018: €20 per night.

Growth & Trends

- Increase in spending on pets.
- Tech-savvy pet owners.



COMPETITORS

Platforms

Rover

Trusted House Sitters

Nomador

PetBacker

Pet Hotels

Cats Hotels

L'Arbre à Chats

Aristide Hotel

Motelamatou

Dogs Hotels

Jamais sans Maurice



OUR OFFER



Two-sided Platform

- A reliable tool with safety mechanisms for both parties.
- Connects pet owners with people who are willing to take care of their pet.



" My dad had to travel this weekend, so I went to Carole's for a little sunbathing. "

Jojo | 14 months old





HOSTS

JOB:

- find good clients and make extra revenue

PAINS:

- don't want to look for clients themselves
- don't want to deal with payment/legal/insurance procedures
- afraid to accept unreliable customers

GAINS:

- able to find reliable clients
- make sure that they will be paid
- make sure that all possible damage will be covered

PET OWNERS

JOB:

- find good accommodation for their pets while away

PAINS:

- don't want to spend time searching for accommodation and comparing offers
- afraid that their pets will be treated badly

GAINS :

- quickly find accommodation and compare offers
- pay a fair price
- sure that their pet is safe
- want someone to take care of all the additional problems (payment, pet transfer)

PET B&B MAGIC TRIANGLE

Busy pet owners
Pet lovers (hosts)

Connect these two
parties to address
both needs.



A platform where pet owners can find pet
hosts to take care of their pet at an
affordable price.

Service fee per transaction:
rental guests 5-10%, rental hosts 3-5%
(depending on cancellation policy)

SWOT ANALYSIS

STRENGTHS

Community: user generated content + offline events
Technological Advancement: customer data + CRM
Network Effect: whole spectrum of pet boarding

Added Value: pet related services from partners

WEAKNESSES

The idea people have of our business (we are not a pet hotel). Essential to change the perception of people about our business.
Negative effects of network effect.

OPPORTUNITIES

Use of customer data to better understand their preferences and needs.
Ability to build models that will provide customised recommendations & retain more customers.

THREATS

Pets' pensions and hotels.
Other pet accommodation platforms.

MARKETING TACTICS

AWARENESS STAGE



Affiliation

Social Media

Referrals

**Organic
Search**

Paid Search

**Digital Ad
Campaigns**

CONSIDERATION

Content
marketing

Targeted
Emails



CONVERSION

Objective: turn around 10% of prospects into a client.

Mobile App

Online
Platform



Customer Loyalty

Best service, long-lasting value, quick response to all concerns.

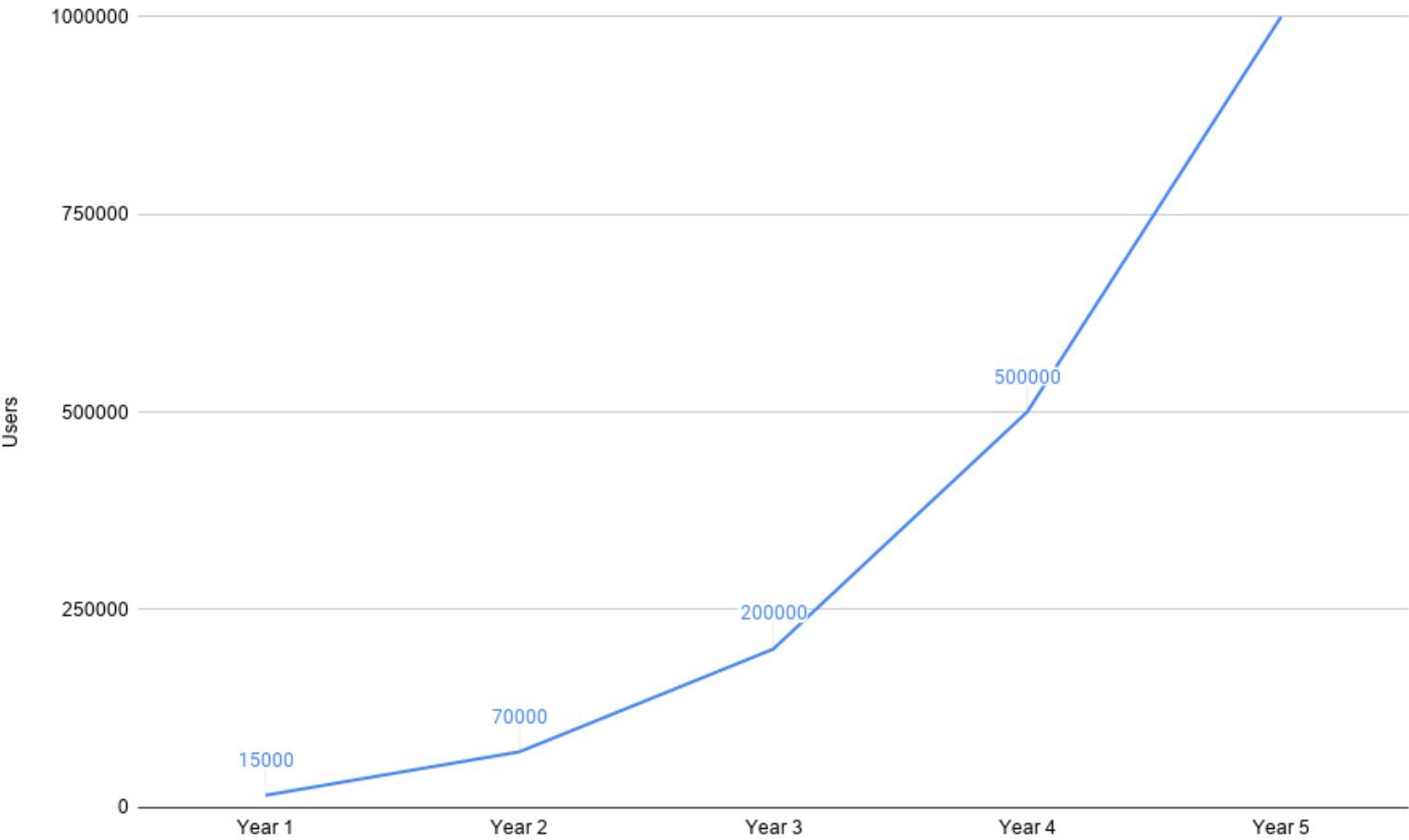
For Pet Owners:
Offline events
Targeted emails

For Hosts:
Online
community



FINANCIALS

Number of Users



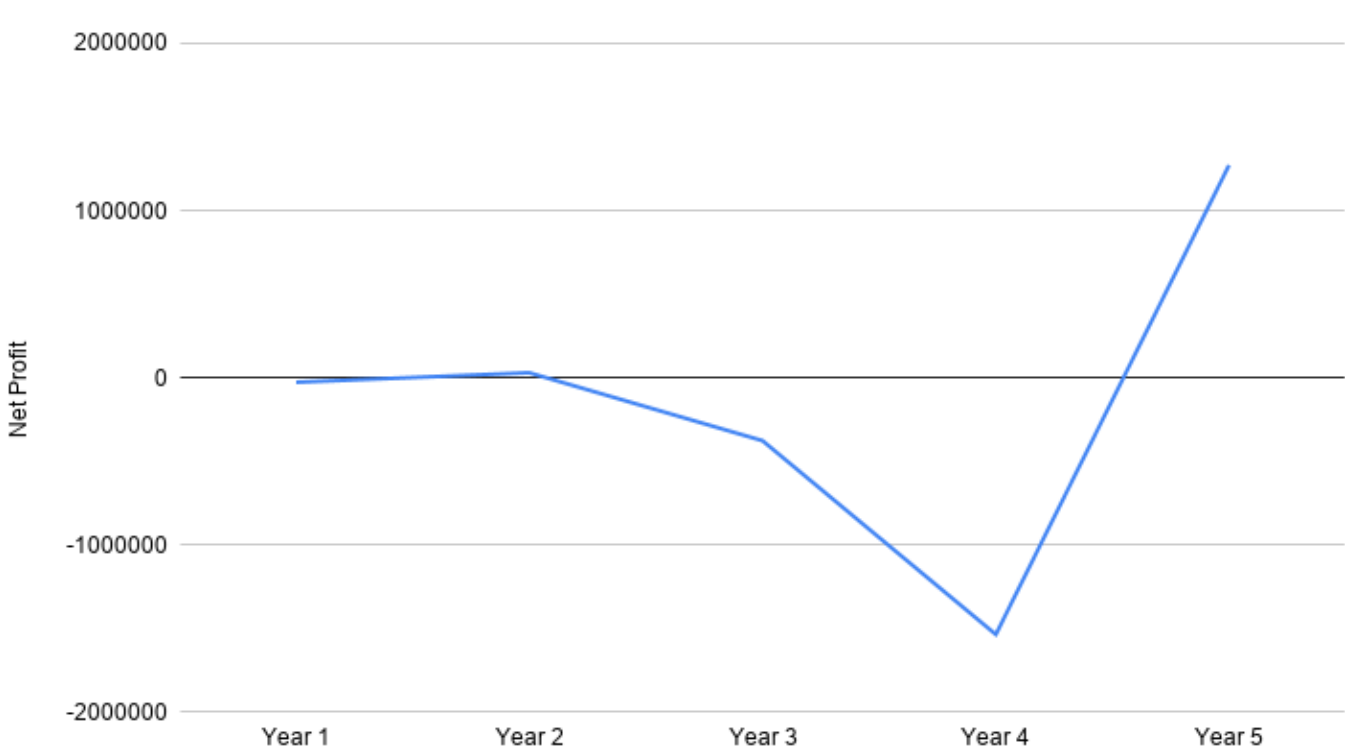
Marketing Budget

	Year 1	Year 2	Year 3	Year 4	Year 5
Budget	20,000	30,000	50,000	85,000	90,000
Digital Advertising on Websites	3,300	4,800	8,250	14,025	14,850
Digital Advertising on Social Media	2,075	3,000	5,187.5	8,818.75	9,337.5
Paid Search	5,000	7,500	12,500	21,250	22,500
Affiliation	2,500	3,900	6,250	10,625	11,250
Referrals	7,125	10,800	17,812.5	30,281.25	32,062.5

Revenue Streams



Net Profit – Profitable in 5 years



in €	Year 1	Year 2	Year 3	Year 4	Year 5
Hosts	13500	63000	180000	450000	900000
Guests	22500	157500	45000	1125000	2250000
Total Revenues	36000	220500	228600	1581000	3170000
Fixed costs	15000	105000	468000	2766000	1330000
Variable costs	30000	45000	85000	115000	120000
Other costs	16860	39767.5	50861	233435	447950
Total Expenditures	61860	189767.5	603861	3114435	1897950
Net Profit	-25860	30732.5	-375261	-1533435	1272050
Operating Margin (EBITDA)	-21000	60500	-344400	-1320000	1700000