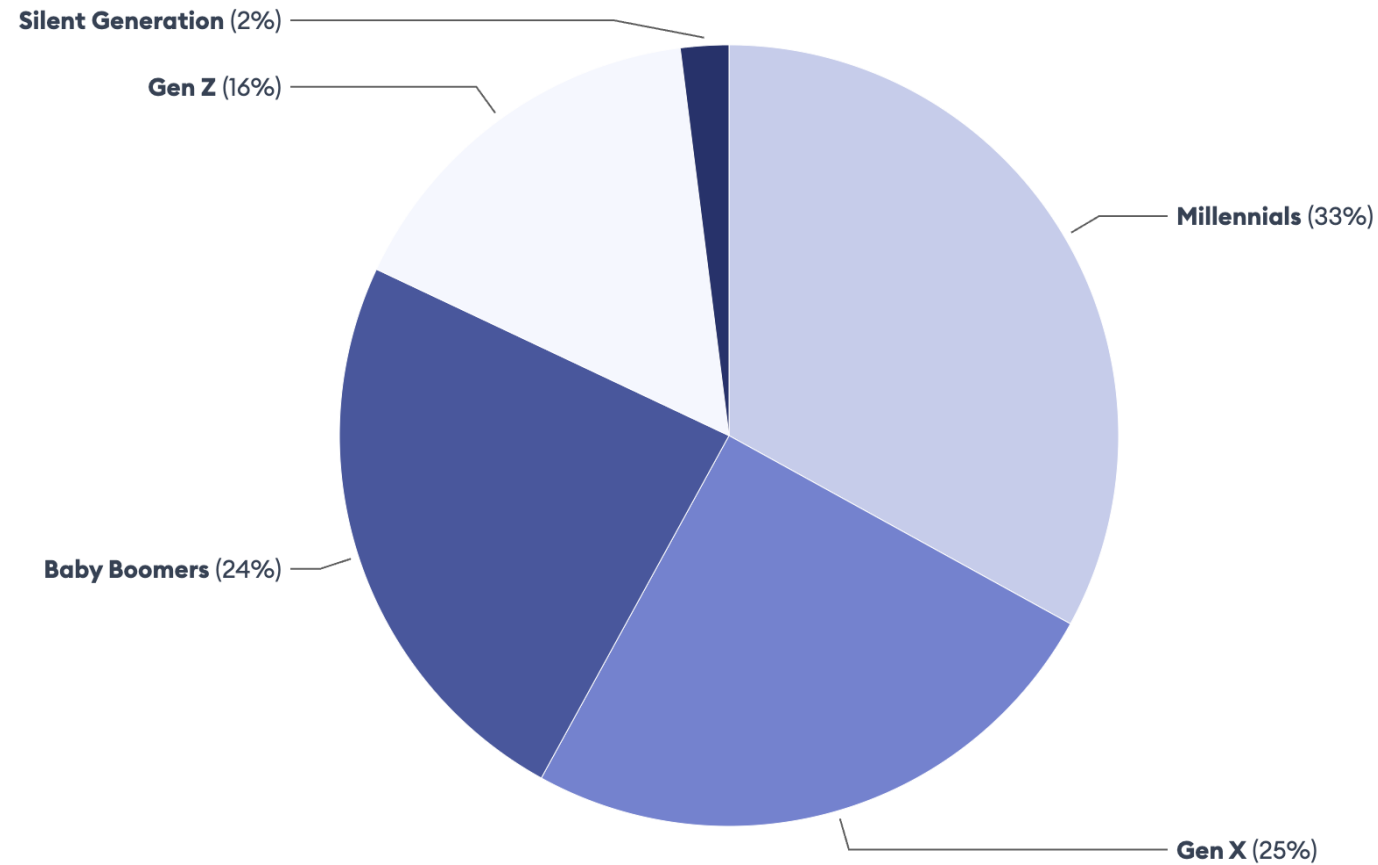


PawCare

ENSURING HAPPINESS AND WELL-BEING FOR DOGS

AUGUST 07, 2024

Share of Current Pet Owners by Generation



Data source: American Pet Products Association

Rising pet ownership

Dog Care Challenges

- Busy Owners need help
- Dogs are lonely



Solution



+



+



Safe Environment

Socialization

Caring Staff

Competition Advantage





- A **specialized facility** with ample outdoor space.
- **Personalized care** plans tailored to each dog's needs.
- High **staff-to-dog ratio** ensuring individualized attention.
- **Shopping market.**

Competitive Advantage Hope

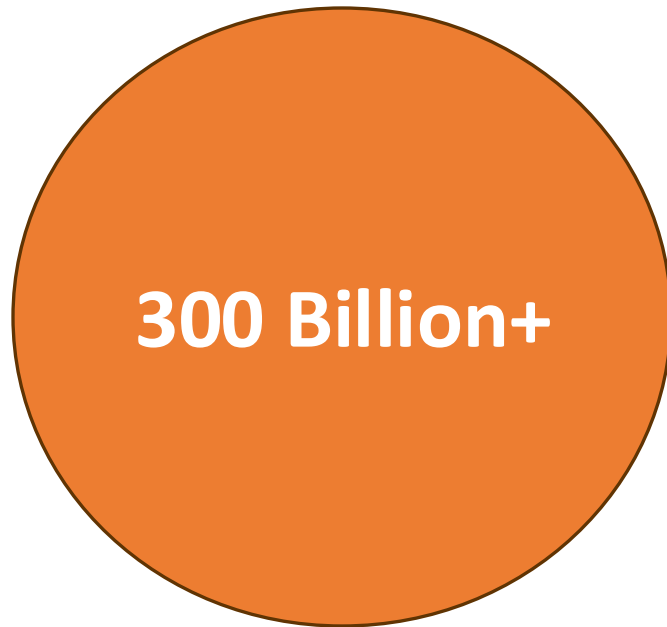
- Veterinarian-designed wellness programs enhance care.
- Certified staff ensures unmatched pet expertise.
- Unique fitness regimes boost pet health.



Go-to-market strategy

- Social Media engaging pet owners with promotions 
- Local Partnerships collaborating with vets and stores 
- Host Events attracting customers through workshops 
- Sponsorships increasing visibility at pet events 

Market Size

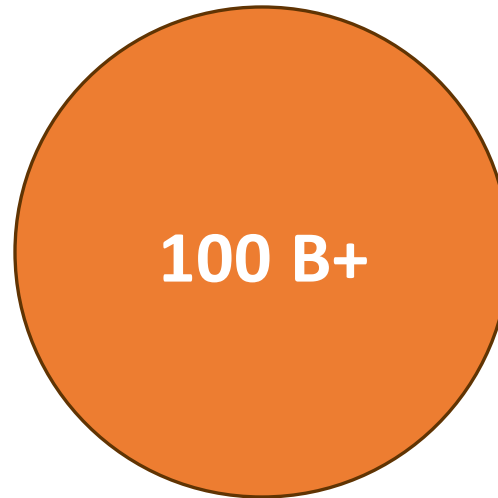


300 Billion+

Global Dog Care Market (WORLDWIDE)

Total Addressable Market

source: [Grand View Research](#), [Precedence Research](#)

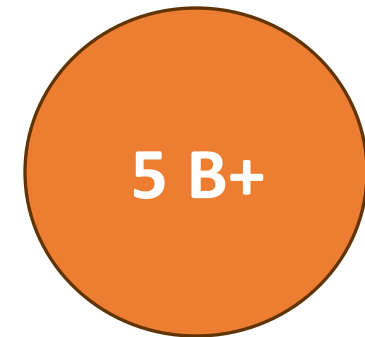


100 B+

Canadian Market

Serviceable Available Market

source: [Fortune Business Insights](#), [Mordor Intelligence](#)



5 B+

**PawCare's Target
Market Share (~ 5%)**

Share of Market

source: [Global Market Insights Inc](#), [Mordor Intelligence](#)

Funding (per year)

- Facility and setup costs totaling \$83,700 CAD
- Staffing expenses amounting to \$330,750 CAD
- Marketing and operations budget of \$105,300 CAD
- Technology and administration needs of \$288,350 CAD
- Total ~ CAD 800K

Business Model

- Pay-per-use model.
- Driving sales through an in-house shop to buy products for pets.
- Wellness services.

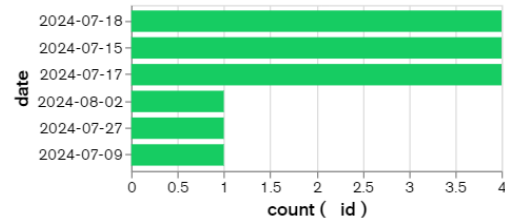
Traction

PawCare

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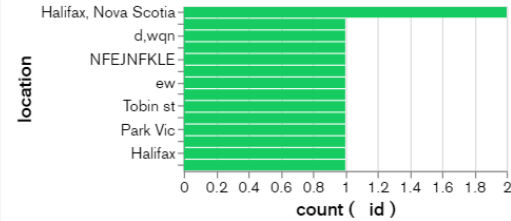
Analytics Data

Number of Bookings in a specific time frame



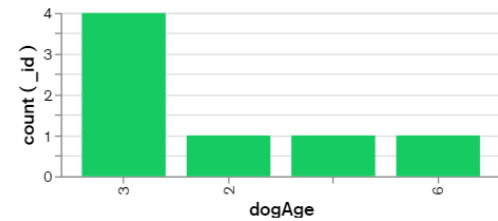
MongoDB

Numbers of Bookings by Location



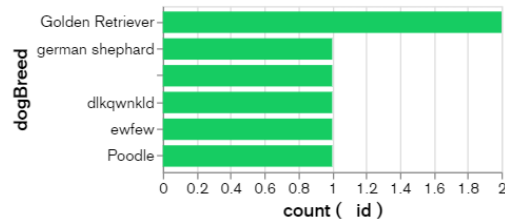
MongoDB

Number of Dogs of Different Age



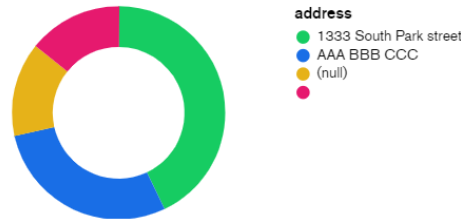
MongoDB

Number of Dogs by Breed



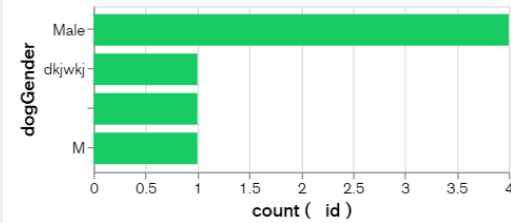
MongoDB

Number of Users By Location



MongoDB

Number of Dogs by Gender



MongoDB



The Team



Disha
UI/UX



Freya
Developer



Gautam
Business Analyst



Pooja
Marketing Specialist



Priyatam
Product Manager



Rachit
Data Analyst

FIN