🐾 GoPAWZ Client Questionnaire

Instructions: Please complete all sections below to help us finalize your app and website. Fill in the text fields and check the boxes that apply. Required fields are marked with *

Section 1: Business Information

1.1 Basic Details

Business Legal Name *

Verdant Imperium LLC

DBA / Trade Name (if different)

GoPAWZ

Business Address *

N/A "Mobile Bussines"

Business Phone *

(845)873-1034

Business Email *

admin@go-pawz.com

Website Domain (if already purchased)

https://go-pawz.com/

1.2 Service Area

Primary Service Area *

Orange County,NY

Specific Cities or Zip Codes Served

Town of Wallkill / Middletown NY 10940
Bloomingburg NY 12721
Wurtsboro NY 12790
Otisville NY 10963
Scotchtown Ny 10941

Do you charge extra for certain areas?

◉ No additional charges

○ Yes, some areas have surcharges

If yes, specify areas and amounts

1.3 Hours of Operation

Day	Opening Time	Closing Time	Closed?
Monday	8:00AM	5:30PM	☐

Tuesday	8:00AM	5:30PM	☐
Wednesday	8:00AM	5:30PM	☐
Thursday	8:00AM	5:30PM	☐
Friday	8:00AM	5:30PM	☐
Saturday	8:00AM	5:30PM	☐
Sunday	9:00AM	!:00PM	☐

Holiday Schedule

○ Closed all major holidays

● Open some holidays

○ Custom schedule

Holiday details (if applicable)

CLOSED – Thanksgiving
Christmas
New Year's Day

Section 2: Services & Pricing

2.1 Service Tiers

Please confirm or update the current service offerings:

Express Session

Duration (minutes)

00

Standard Session

Duration (minutes)

30

Price ($)

00

Price ($)

45.00

Description

Description

management, endurance training, or a healthy outlet for their energy. Every run is supervised and tailored to your dog's fitness level, ensuring a safe, fun, and effective workout.

Pro Session

Duration (minutes)

30

Price ($)

35.00

Description

GoPAWZ "Fly Chase Course" is built for dogs who crave excitement, speed, and mentally stimulating play. Our lure-chase system can reach speeds up to 36 mph and supports course lengths up to 750 ft,

2.2 Additional Services

Check all that apply and provide pricing:

☑ Multi-Dog Discount: 15 % off additional dogs

☑ Puppy Sessions (under 6 months): $ 45.00

☑ Senior Dog Sessions (8+ years): $ 45.00

☑ Special Needs Sessions: $ 45.00

Add-on Services

☐ Nail Trim: $ 00

☐ Teeth Brushing: $ 00

☐ Paw Balm Treatment: $ 00

☐ Other: $ 00

2.3 Package Deals

☑ 5-Session Package: $ [200] ([10] % savings)

☐ 10-Session Package: $ [00] ([ ] % savings)

☐ Monthly Unlimited: $ [00] /month

Package Expiration

| 30 days ⬍ |

2.4 First-Time Customer Offer

⦿ Percentage discount: [15] % off first session

◯ Dollar discount: $ [00] off first session

◯ No first-time discount

Section 3: Booking Policies

3.1 Cancellation Policy

Time Before Appointment	Refund Percentage
More than 24 hours before	100 %
12-24 hours before	100 %

2-12 hours before	0 %
Less than 2 hours before	0 %

3.2 Reschedule Policy

Minimum notice required:

24

hours

Maximum reschedules per booking:

2

Reschedule fee?

◉ No fee

○ Yes: $ 00

3.3 No-Show Policy

First no-show

Charge full amount

Second no-show

Require prepayment for future bookings

Third no-show

Require prepayment

3.4 Booking Windows

How far in advance can customers book?

1 month

Minimum advance notice:

24 hours

3.5 Available Time Slots

Check all time slots you want to offer:

Morning

☐ 7:00 AM ☐ 7:30 AM ☑ 8:00 AM ☑ 8:30 AM ☑ 9:00 AM ☑ 9:30 AM

☑ 10:00 AM ☑ 10:30 AM ☑ 11:00 AM ☐ 11:30 AM

Afternoon

☐ 12:00 PM   ☑ 12:30 PM   ☑ 1:00 PM   ☑ 1:30 PM   ☑ 2:00 PM   ☑ 2:30 PM

☑ 3:00 PM   ☑ 3:30 PM   ☑ 4:00 PM   ☑ 4:30 PM   ☑ 5:00 PM   ☑ 5:30 PM

Evening

☐ 6:00 PM   ☐ 6:30 PM   ☐ 7:00 PM   ☐ 7:30 PM

Buffer time between appointments (for travel)

30	⏳

minutes

Section 4: Pet Requirements

4.1 Required Vaccinations

Check all vaccinations that must be current:

☑ Rabies (required by law)

☑ DHPP/DAPP (Distemper, Hepatitis, Parvo, Parainfluenza)

☑ Bordetella (Kennel Cough)

☑ Canine Influenza

☑ Leptospirosis

☐ Other: [_____]

4.2 Vaccination Documentation

How should customers provide proof?

☑ Upload photo/PDF in app

☑ Email to staff

☑ Show at first appointment

☑ Vet can send directly

Expiration warning - notify customers how many days before expiration?

30	⏳

days

4.3 Pet Restrictions

Minimum age:

6

months

Maximum age:

No limit

Minimum weight:

2

lbs (leave blank for no minimum)

Maximum weight:

lbs (leave blank for no maximum)

Breed restrictions

◉ No breed restrictions

◯ Certain breeds restricted (list below)

No breed restrictions

4.4 Behavioral Requirements

☐ Dogs must be non-aggressive

☐ Dogs must be socialized with other dogs

☐ Dogs must respond to basic commands

☑ Owner must disclose behavioral issues

☑ First session is an assessment

Other behavioral requirements

4.5 Health Requirements

☐ Dogs must be spayed/neutered if over tru months

☑ Dogs must be on flea/tick prevention

☑ Dogs must be in good health (no contagious conditions)

☑ Female dogs in heat cannot participate

Section 5: User Accounts & Authentication

5.1 Login Options

Check all login methods you want to offer:

☑ Email + Password (traditional)

☑ Google Sign-In

☑ Apple Sign-In

☑ Facebook Sign-In

☑ Phone Number + SMS Code

☑ Magic Link (email a login link, no password)

Preferred primary method

Email + Password	⬍

5.2 Account Requirements

Field	Required?
Phone Number	Required ⬍
Address	Required ⬍
Emergency Contact	Required ⬍
"How did you hear about us?"	Required ⬍

5.3 Staff Accounts

How many staff members need accounts?

3	⬍

Staff members needing accounts:

Name	Email	Role

Manuel Acevedo JR	Admin@go-pawz.com	Admin (full access) ⬍
Sorys Acevedo	Sorysacevedo@iCloud.com	Admin (full access) ⬍
Jalen Chapman	Jalen.chapman@aol.com	Admin (full access) ⬍

Section 6: Notifications & Communications

6.1 Email Notifications

Transactional Emails (Recommended)

- ☑ Booking confirmation
- ☑ Payment receipt
- ☑ Booking reminder (24 hours before)

- ☐ Booking reminder (2 hours before)
- ☑ Check-in confirmation
- ☑ Session completed
- ☑ Cancellation confirmation
- ☑ Reschedule confirmation
- ☑ Session photos/videos ready

Marketing Emails (Optional)

- ☑ Welcome email series
- ☐ Monthly newsletter
- ☑ Birthday / Gotcha day emails for pets
- ☑ Re-engagement (haven't booked in 30+ days)
- ☐ Promotional offers

6.2 SMS/Text Notifications

Note: Each text costs approximately $0.01

- ☑ Booking confirmation

- ✓ Booking reminder (24 hours before)
- ☐ Booking reminder (2 hours before)
- ✓ Session photos ready
- ☐ Promotional messages (requires consent)

6.3 Email Sender Information

From Name (what customers see)

GoPAWZ Team

Reply-To Email

admin@go-pawz.com

Section 7: Referral Program

Enable referral program?

- ⦿ Yes
- ○ No (skip this section)

7.1 Referral Rewards

What does the REFERRER (existing customer) get?

- ⦿ $ 15 credit toward future booking
- ○ [   ] % off next booking
- ○ Free session after [   ] successful referrals
- ○ Other: [   ]

What does the REFERRED (new customer) get?

- ○ $ [   ] off first booking
- ⦿ [100] % off first booking
- ○ Free upgrade (e.g., Express → Standard)
- ○ Other: [   ]

7.2 Referral Rules

When is a referral considered "completed"?

| When new customer completes first booking | ⇕ |

Maximum referral rewards per customer

| Unlimited | ⇕ |

Section 8: Website Content

8.1 About Page

Company Story (2-3 paragraphs) *

GoPAWZ was founded on decades of hands-on experience and a simple truth: dogs need structured movement to thrive. Since 1986, our founder has worked directly with dogs in real-world settings—raising, training, and managing high-energy needs across breeds and lifestyles. That lifelong experience shaped our core belief: next to barking, running is one of the most natural behaviors a dog has.
GoPAWZ exists to deliver that outlet in a safe, efficient, and purpose-built way. Through structured canine fitness sessions, we help dogs release excess energy, improve behavior, and support long-term health. The result is tangible—balanced dogs, satisfied owners, and a better everyday life for everyone involved

Mission Statement

GoPAWZ exists to improve canine health and behavior by delivering door-to-door structured, purposeful fitness that allows dogs to move the way they were biologically designed to-creating balanced dogs and better households.

8.2 Team Members

Name	Title	Bio (2-3 sentences)	Has Photo?
Lenin	Coach	Since 1986, our founder h	☑
Jalen	Coach	Prepare to tap into your d	☑

8.3 Customer Testimonials

Testimonial 1

Customer Name

First name or 'Anonymous'

Dog's Name & Breed

e.g., Max, Golden Retriever

Quote

What they said about your service...

☑ **Photo available**

Testimonial 2

Customer Name

First name or 'Anonymous'

Dog's Name & Breed

e.g., Bella, Border Collie

Quote

[ ]

☑ **Photo available**

Testimonial 3

Customer Name

Valerie

Dog's Name & Breed

DANCER , GoldenPoodle

Quote

Dancer is already aware of which day of the week GoPAWZ is coming for is his "Slatmill" run, he starts to get overly excited, running from one window to the next, jumping, and whining.As soon as the door opens he darts to the van

☑ **Photo available**

8.4 Frequently Asked Questions

What should my dog bring to a session?

We keep inputs minimal. Your dog should arrive with an attitude for speed, and energy to spend. We provide the safe outlet, and fresh water is always provided on board. Treats are optional and used strategically for motivation when appropriate, and only with owners consent . All core fitness equipment, climate control, and sanitation protocols are fully managed by GoPAWZ.

What if my dog doesn't like the treadmill?

GoPAWZ sessions are non-forced and dog-led. Our non-motorized slatmills allow your dog to control pace and engagement. If your dog opts out, we pivot immediately to alternative conditioning (e.g "Fly Chase

Course"), confidence-building, or enrichment work. Participation is never mandatory—positive experience is the KPI.

How do I know if my dog is a good fit?

Most dogs are a fit for GoPAWZ. High-energy breeds, working dogs, seniors needing low-impact conditioning, post-rehab dogs, and busy households see the highest ROI. Final alignment is confirmed during intake and the first session, where we assess temperament, health history, and engagement in real time.Not running on the first try isn't a mark against your dog, nor will it discourage our coaches from helping your dog navigate through the new experiences.

Is my dog too old/young for this?

No—sessions are customized by age, size, and physical condition. Puppies focus on short, confidence-based exposure. Senior dogs receive controlled, low-impact movement designed to support mobility and joint health. Intensity scales to the dog, not the other way around.The pups always dictate the pace, the non-motorized "slatmill" never forces the dogs to run.

What happens if it rains?

GoPAWZ door-to-door service operates rain, snow, or shine. The mobile gym is fully climate-controlled and weather-protected. Sessions proceed safely in most conditions. In the event of severe weather that compromises safety, we proactively reschedule to maintain service quality and dog welfare.

Can I stay and watch the session?

welcome to observe the beginning process. Some dogs perform better with owner presence.
From a legal, and operational stand point ,we cannot allow anyone not insured in the van during sessions.
You may watch for the first few minutes as your pet warms up. Each session is customized to your dog's age and energy level. Dogs are always monitored and never forced to run.
The van is climate controlled - please don't leave doors open long. We record sessions so you won't miss a thing

Additional FAQ (optional)

1- Q: Do I need to be home? 2-Q: How do I prepare for the treadmill session? 3-Q: Vaccination Requirements

1-A: We do not require you to be home and can go over access to the residence or provide a lockbox.
2- A: No meals one hour before or after the session to prevent bloating. Feel free to bring your dog's harness and favorite toys. If you're home, a potty break beforehand is ideal.
3 - A: We require dogs to be up to date on all vaccinations.

8.5 Social Media Links

Instagram

https://instagram.com/gopawzny

Facebook

[   ]

TikTok

[https:tiktok.com//gopawzny   ]

YouTube

[   ]

Yelp

[   ]

Google Business Profile

[   ]

Section 9: Legal & Compliance

9.1 Liability Waiver

Do you have an existing liability waiver?

- ⦿ Yes - I will provide a copy
- ○ No - I need one created

Key points the waiver should cover:

- ☑ Assumption of risk
- ☑ Photo/video release for marketing
- ☑ Emergency veterinary authorization
- ☑ Vaccination verification accuracy
- ☑ Other: [   ]

9.2 Privacy Policy & Terms

Privacy Policy

- ⦿ I have one - will provide

○ I need one created

Terms of Service

◉ I have them - will provide

○ I need them created

9.3 Photo/Video Consent for Marketing

Can you use session photos/videos for marketing?

○ Ask permission each time

◉ Include in signup waiver (opt-out available)

○ Never use customer photos for marketing

Section 10: Branding & Design

10.1 Current Branding

The app currently uses these colors:

Primary	Secondary
Aqua #06B6D4	Orange #FF6B35

Are you happy with these colors?

○ Yes, keep them

◉ No, I want changes

If no, what colors do you prefer?

AQUA :Pantone: PMS 321 C / Hex Color: #008E97, and ORANGE: Panton: PMS 1655 C / Hex Color: #FC4C02

10.2 Logo

◉ I have a logo (will provide PNG with transparent background)

○ I need a logo created

○ Use text-only logo for now

10.3 Brand Voice

How should the app/website "sound"?

- ( ) Professional & Trustworthy
- (●) Fun & Playful
- ( ) Warm & Caring
- ( ) Modern & Sleek
- ( ) Mix: [   ]

Section 11: Payment & Billing

11.1 Stripe Account

- (●) I have a Stripe account
- ( ) I need help setting up Stripe

Stripe account email (if you have one)

[   ]

11.2 Payment Methods

- ☑ Credit/Debit Cards (Visa, Mastercard, Amex, Discover)
- ☑ Apple Pay
- ☑ Google Pay
- ☑ Bank transfers (ACH) - lower fees, slower processing

11.3 Tipping

Enable tipping after session completion?

- (●) Yes - suggested amounts: [10] %, [15] %, [20] %
- ( ) No tipping

Section 12: Future Features (Priority Ranking)

Rank features you want after launch: 1 = highest priority, leave blank if not interested

Priority	Feature
1 ⇕	Membership/subscription plans
1 ⇕	Gift cards
1 ⇕	Waitlist for fully booked days
2 ⇕	Multi-location support
1 ⇕	Automated progress reports
2 ⇕	Dog fitness tracking over time
2 ⇕	Group sessions/classes
1 ⇕	Mobile app (iOS/Android)
3 ⇕	Live session video streaming

Other features you'd like:

Any other features you'd like to see...

Section 13: Launch Preparation

13.1 Beta Testers

Provide 2-3 real customers willing to test before public launch:

Name	Email	Phone
Sharlene	email@example.com	(347)654-2024
Cherise	email@example.com	(845)596-2314
Valerie	Valerie.ramirez88@yahoo.com	(917)471-1472

13.2 Launch Timeline

Preferred soft launch date

02/26/2026

Preferred public launch date

03/12/2026

Any events or deadlines to consider?

JUL 23 - AUG 2 2026

13.3 Staff Training

Name	Email	Training Type
Lenin	admin@go-pawz.com	Full training
Jalen	Jalen.chapman@aol.com	Check-in only

Additional Notes

Anything else we should know?

During initial launch GoPAWZ will only be offering two services. Mobile Run "Slatmill" Sessions" - and

During initial launch GoPAW2 will only be offering two services- Mobile Run "Slatmill Sessions", and Outdoors Run "Fly Chase Course".
Please change the wording everywhere "treadmill" is mentioned, for the correct verbiage, to "slatmill(s)" , thank you.

Thank You!

Please save this form and return it to your developer.
If you have questions about any section, just add a note.

To save as PDF: Press Ctrl+P (or Cmd+P on Mac) and select "Save as PDF"