

Purrify: U.S. Market Domination Plan (California-First)

To: Vince Zuanic & Purrify Leadership

Objective: Capture the U.S. Pet Odor Market, starting with California.



The Opportunity: Why We Win

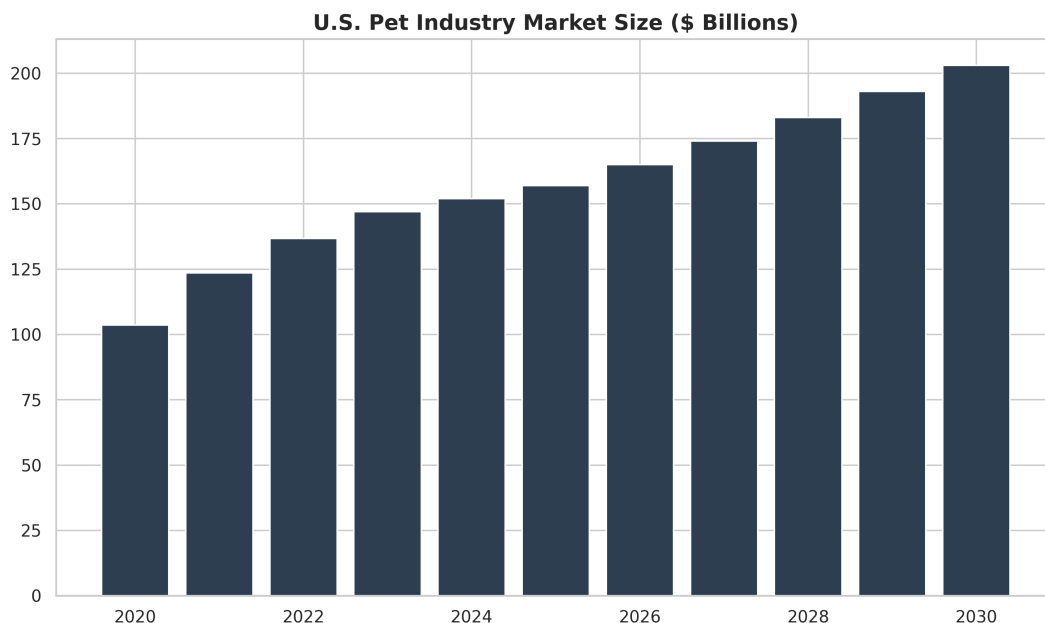
The U.S. pet industry is a **\$152B monster**. In 2024, cat ownership spiked by **23%**. That's millions of new litter boxes. Millions of homes that smell like ammonia.

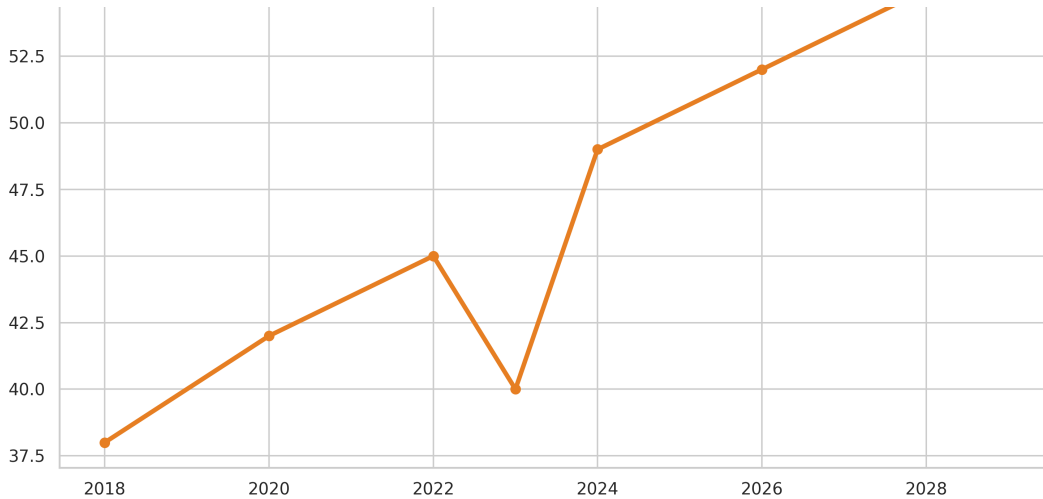
Most people try to fix this with baking soda (masks it) or zeolite (absorbs it). **Purrify kills it. We use water**

or zeolite (absorbs it). **Furthy kills it.** We use water-filter grade activated coconut carbon—the same tech NASA uses to keep space stations from smelling like a locker room.

We aren't selling litter. We are selling **odor-free living** that works with *any* litter.

The Market Reality





The Strategy: California First

We are pivoting from the Pacific Northwest to **California**. Why? Because that's where the money, the cats, and the influencers are.

1. **5.5 Million Cat Households:** The largest concentration in the U.S.
2. **The "Eco-Premium" Buyer:** California coastal markets (LA, SF, San Diego) have the highest density of people willing to pay for "natural" and "tech-backed" solutions.
3. **Ground Game:** Vince is in LA. We have a boots-on-the-ground advantage in the influencer capital of the world.

Target Cities (Priority Order)

City	Why
Los Angeles	Primary Target. Influencer hub, massive population, Vince's home base.
SF / Bay Area	High income, tech-savvy, hyper-sensitive to "clean" living.
San Diego	Health-conscious, strong independent pet store culture.
Sacramento	High growth, lower competition, perfect for testing messaging.



The Math: 10x Scale

We are moving from a "test" budget to a **"domination" budget**. We are investing **\$10,000** upfront to secure the beachhead.

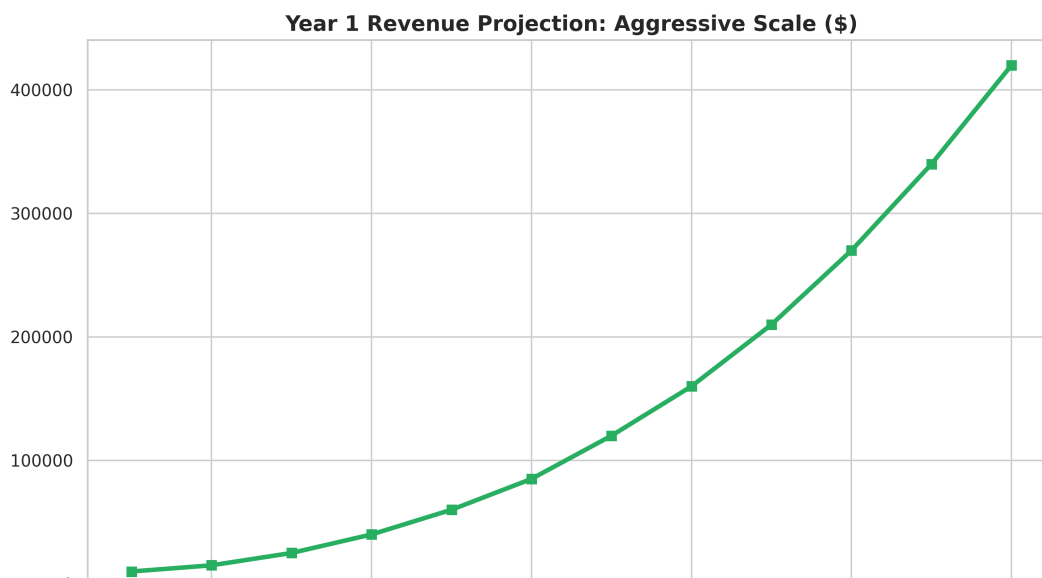
Investment Breakdown (\$10,000 Initial)

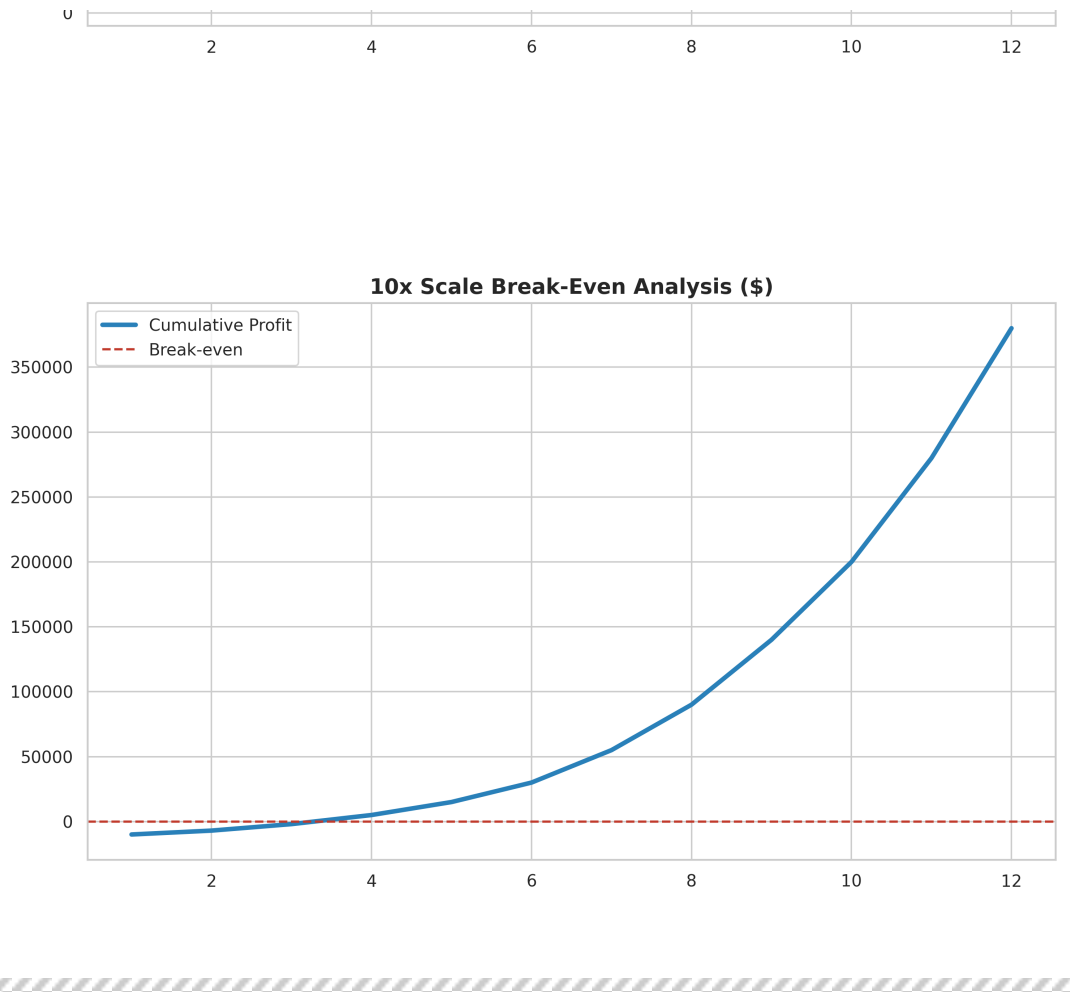
Item	Cost	Purpose
U.S. Compliance & Labels	\$1,500	Professional redesign for U.S. retail standards.
Customs & HTS Setup	\$1,500	Bulletproof legal entry and duty optimization.
LA Ground		1,000+ trial units

Game Inventory	\$2,000	for Vince to seed LA stores.
Cold Email Infrastructure	\$1,000	20+ warmed domains, high-volume scraping.
Influencer Seeding	\$2,000	Paid partnerships with 10-20 key CA cat influencers.
Amazon FBA Initial Wave	\$2,000	500 units to prime the Amazon algorithm.

Revenue & Profit Projections

We expect to break even by **Month 4** at this scale.



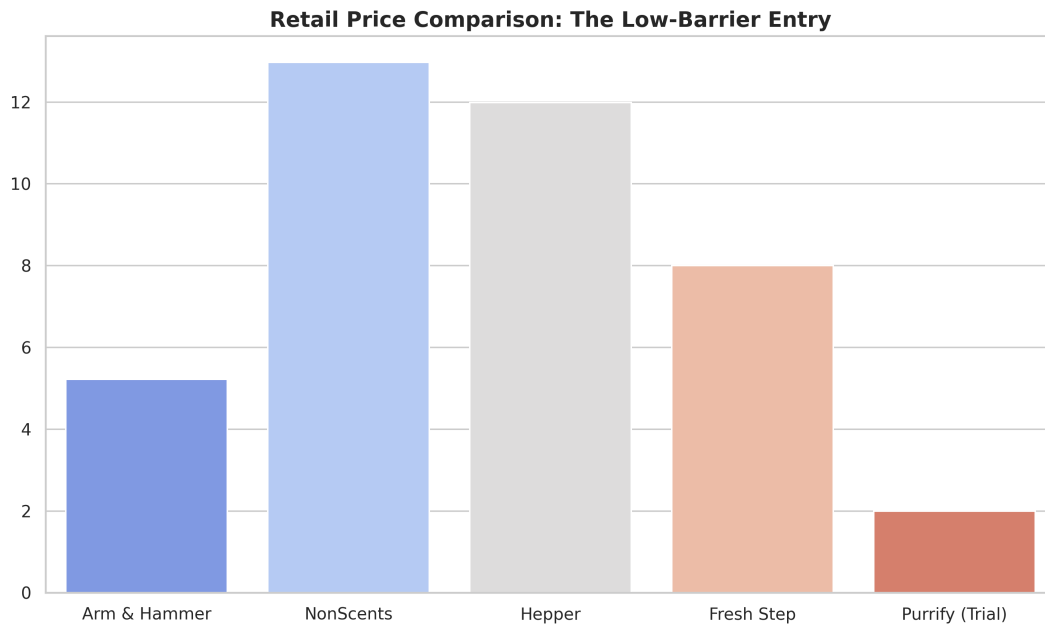


The Product: Pricing for Velocity

We use a "**Trojan Horse**" pricing strategy. We get into the house with a low-friction trial, then own the customer for life.

- **Wholesale:** \$25 per box (25 trial bags).
- **Retail:** \$2 per trial bag.
- **DTC (Website):** Free + \$4.76 shipping (The

"Free + Shipping" Funnel).



The Execution: 32-Day Blitz (Jan 19 - Feb 19)

This is the "War Map" for the next 32 days. No fluff.
Just execution.

Week 1: The Scrape & Prep (Jan 19 - Jan 25)

- **Day 1:** Finalize the "Hormozi-style" sales script for Vince. Focus on the "NASA Tech" hook.

Day 2: Finalize the "Hormozi-style" sales script for Vince. Focus on the "NASA Tech" hook.

- **Day 2-3:** Scrape every independent pet store in LA, SF, and San Diego (Target: 1,000+ leads).
- **Day 4:** Set up 20 cold email domains. Start the 7-day warm-up.
- **Day 5-7:** Print 2,000 U.S.-compliant labels. Pack the first 1,000 trial units for Vince.

Week 2: The Outreach (Jan 26 - Feb 1)

- **Day 8-10:** Write the 5-email sequence.
 - *Email 1:* "Your store smells. Here's how NASA fixed it."
 - *Email 2:* The "Free Trial" offer for their customers.
- **Day 11:** Launch the first 500 emails.
- **Day 12-14:** Ship the "Vince Kit" (100 boxes) to LA via freight.

Week 3: The Ground Game (Feb 2 - Feb 8)

- **Day 15-17:** Vince hits the top 10 stores in LA. Goal: 5 "Yes" responses for trial displays.
- **Day 18-20:** Follow up on email leads. Book 10 Zoom demos for SF/San Diego owners

Zoom session for SF/CA/Diego owners.

- **Day 21:** Launch the Amazon listing. Ship 500 units to FBA.

Week 4: The Influencer Spike (Feb 9 - Feb 15)

- **Day 22-24:** Send product to 20 CA influencers. Offer them a custom "Free + Shipping" link.
- **Day 25-27:** Vince visits 10 more stores. Focus on "Centinela Feed" and "Pet Food Express" managers.
- **Day 28:** First "Restock" order for the initial 5 stores.

The Review (Feb 16 - Feb 19)

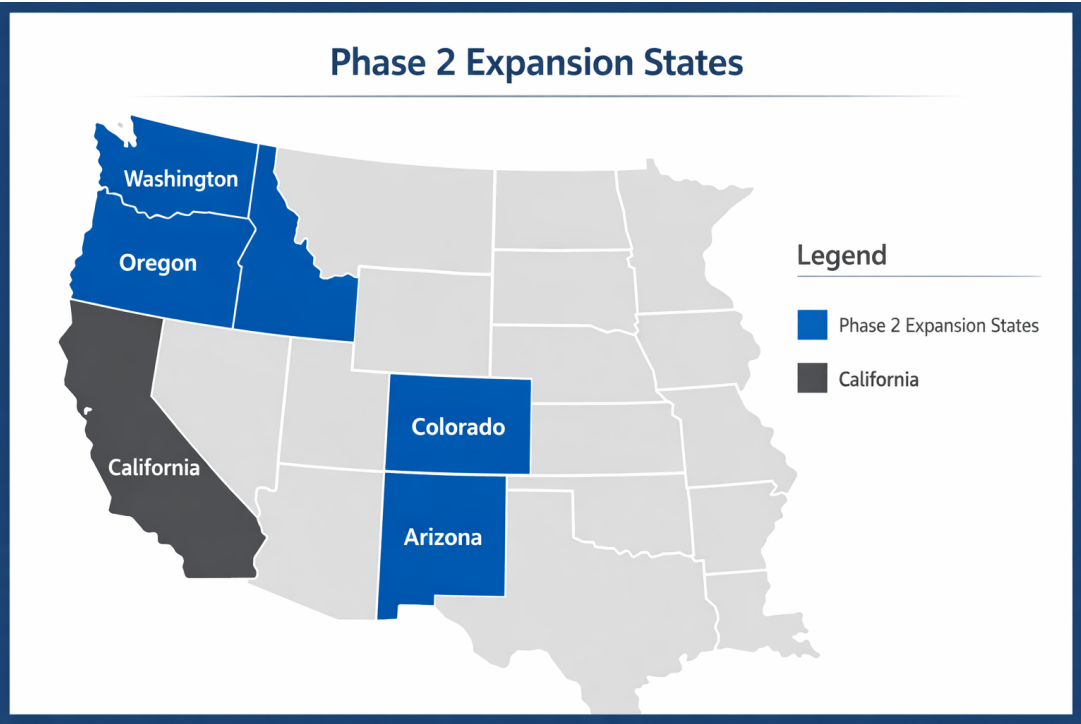
- **Day 29-31:** Analyze which city had the highest "Yes" rate. Double down there.
- **Day 32:** Plan the Phase 2 expansion (WA, OR, CO, AZ).



Phase 2: The Western Expansion

Expansion

Once California is locked, we move north and east.



State	Strategy
Washington/Oregon	Leverage the "Eco-Conscious" playbook from SF.
	Target the

Colorado	"Active/Outdoor" pet owner.
Arizona	Target the "Multi-Cat/Indoor" household.



Final Word for Vince

Vince, you are the tip of the USA spear. The tech works. The market is desperate for a solution that isn't just "more perfume."

Go kill it.