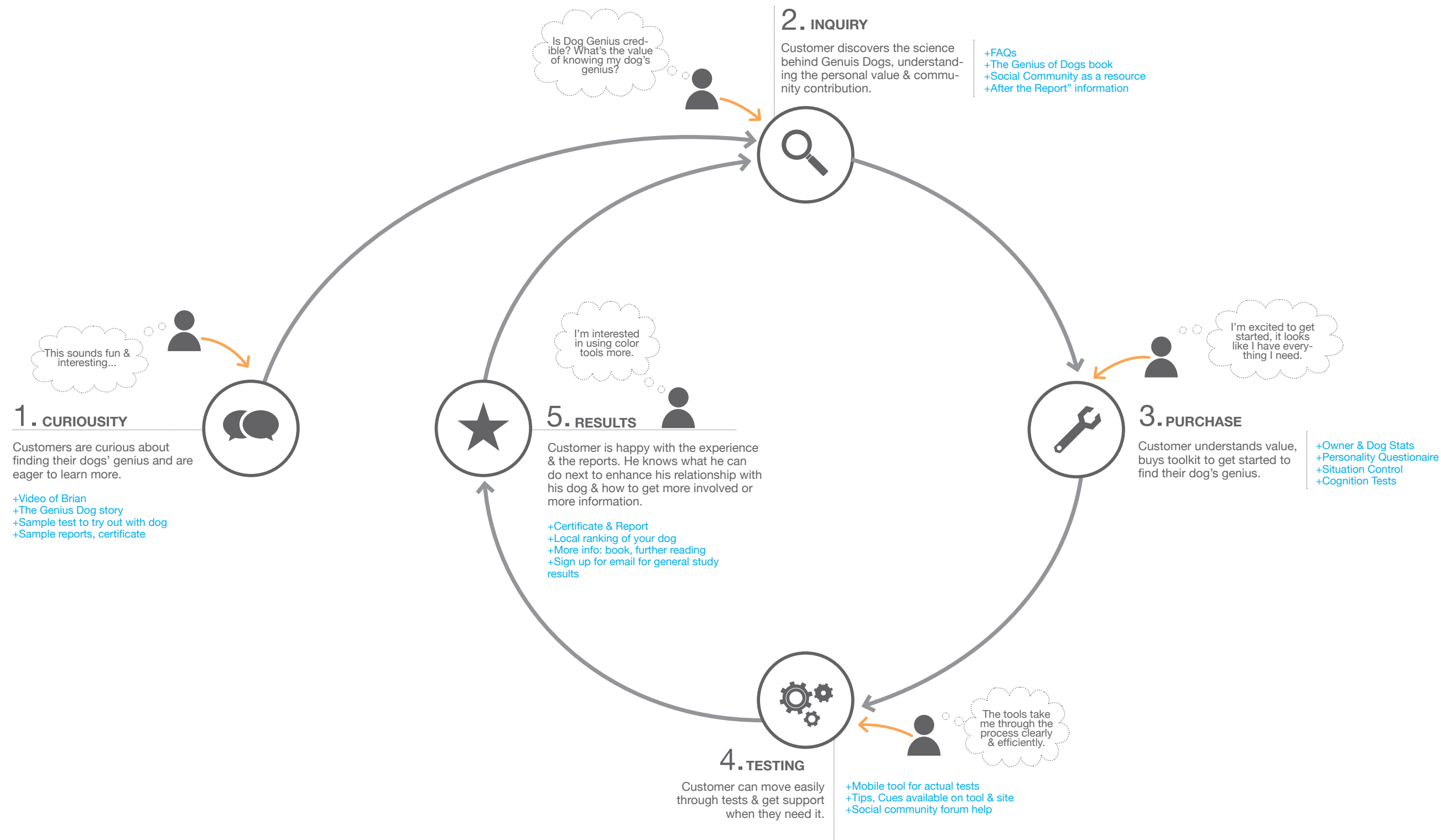


NOTE: does not include subscription step.

Support features
Proposed features
Entry points

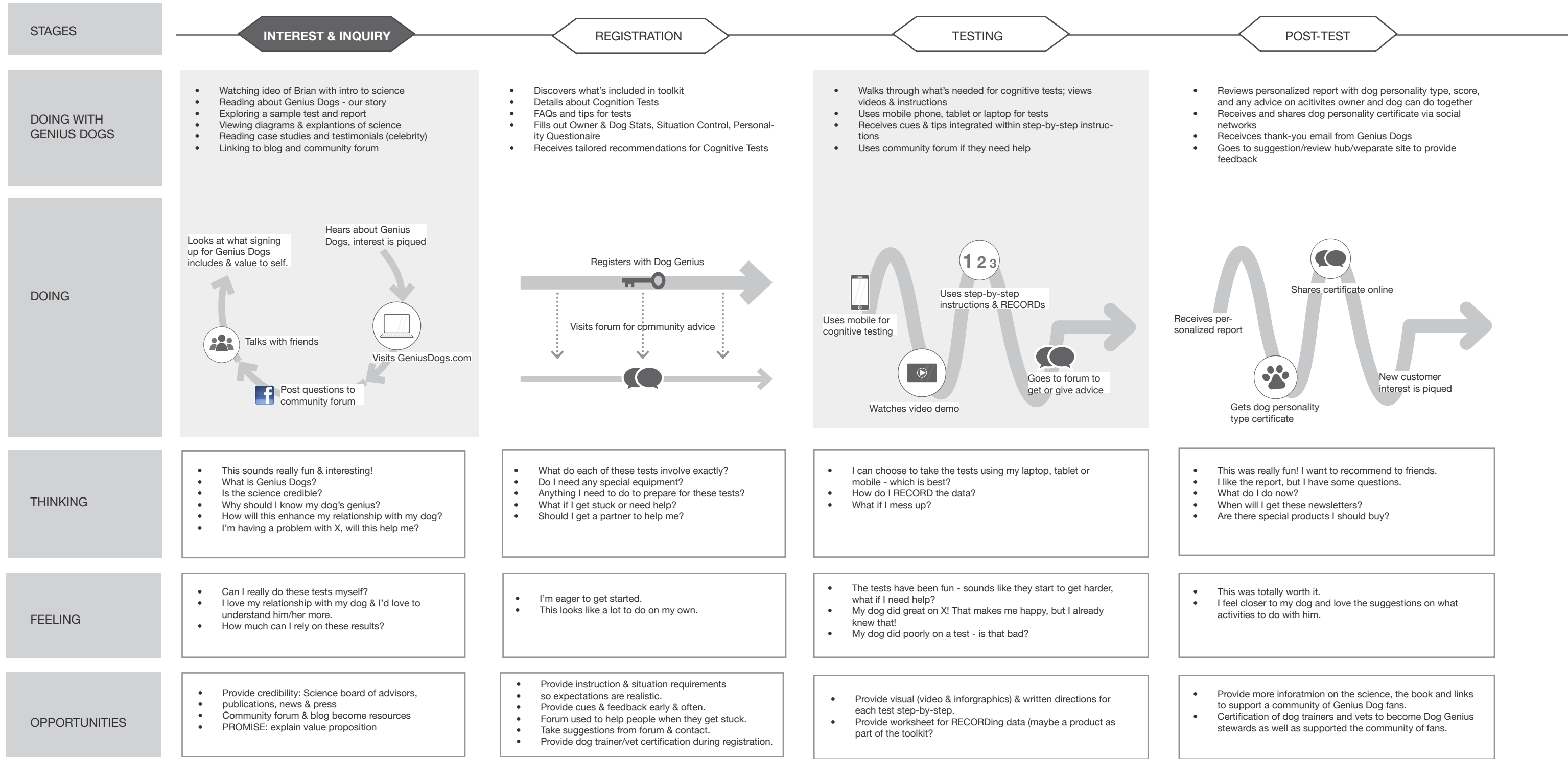


GUIDING PRINCIPLES

People choose Dog Genius because it is credible, exciting, fun & there is positive community support.

Treat people as collaborators, be transparent with participants.

CUSTOMER JOURNEY



GUIDING PRINCIPLES

People value continued engagement/communications that are helpful, informative, personalized and actionable.

CUSTOMER JOURNEY

