



Watchmybud LLC.

“North America First All Pet's Marketplace”

01. Elevator Pitch

Designed by New Haircut



Airbnb for all pet's, providing health info, background check, rating services and a platform for both business and providers. All within one convenient location.

02. The Problem

Designed by New Hattcat



First Problem

There are 79 Million pet owners and only 300k pet sitters on competitors website, with the number of pet owners is expected to increase to 140 million by 2020 (PSI 2015).

Non-traditional pet owners. Who have no reasonable option of on-demand pet care..." 3-10 million pet owners in the United States.



Second Problem

"Military Families struggle to find emergency & pet care and are forced to spend \$2,500 + a year or give away their pets..."



Third Problem

Pet services business and provider need a place to go, which is inexpensive and allows them to connect to pet owners.

03. The Solution



First Solution

Provide an all pet's marketplace for owners of non-traditional pet's such as horses, birds, reptiles. With Focus on Military Market.



Second Solution

Have an emergency & Specialty care service for deploying military, work emergencies or family visits.

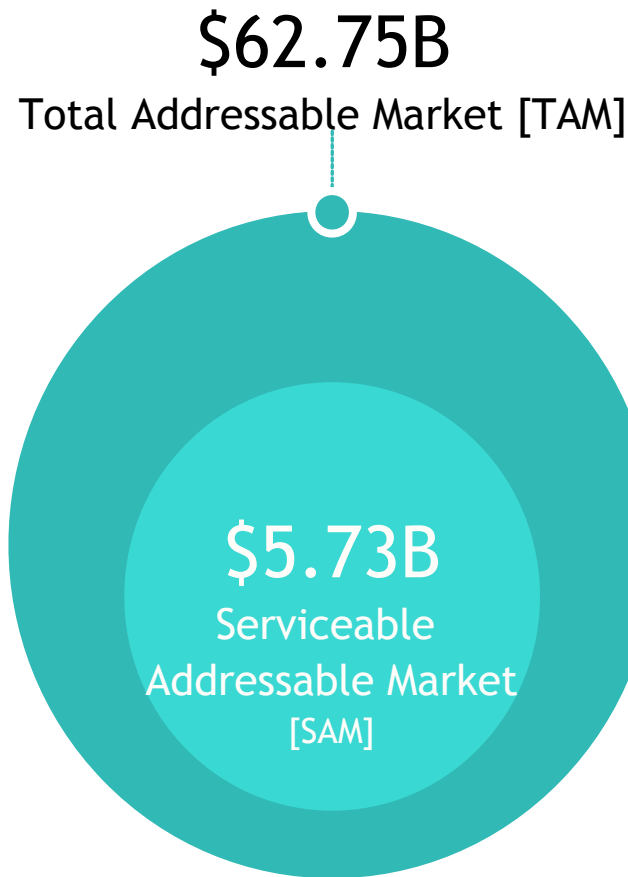


Third Solution

Provide a platform, for pet service business owners. Which has pet activity and pet's health display information, so pet owners can watch while away.

04. Market Opportunity

Designed by New Hattori



Pet Industry: Market Opportunity

According to the (APPA) the total pet services industry, is \$62.75 Billion dollars per year. Thumbtack, 1 Billion request, for other pet's went unfulfilled in 2016.

The pet service industry is growing at 5.4% annually, with currently 79 million pet owners.

In 2020 (PSI) predicts there will be 140 million pet owners. Less than 300k online pet sitters, that's less than 1%.

Current market demand is high at 9-12% annually.

05. Business Model

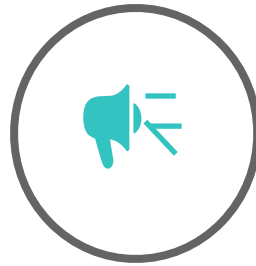
Designed by New Haircut



SaaS

Sitters sign up free, each booking they get 80%.

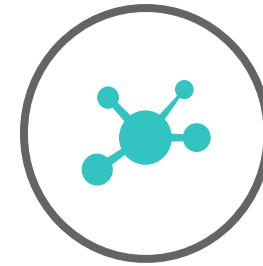
Watchmybud gets 20% of each booking.



Ads

First week of testing we made \$20.23, when we launched the working MVP.

Currently have 63 signed up pet sitters, and more joining daily.



Affiliate

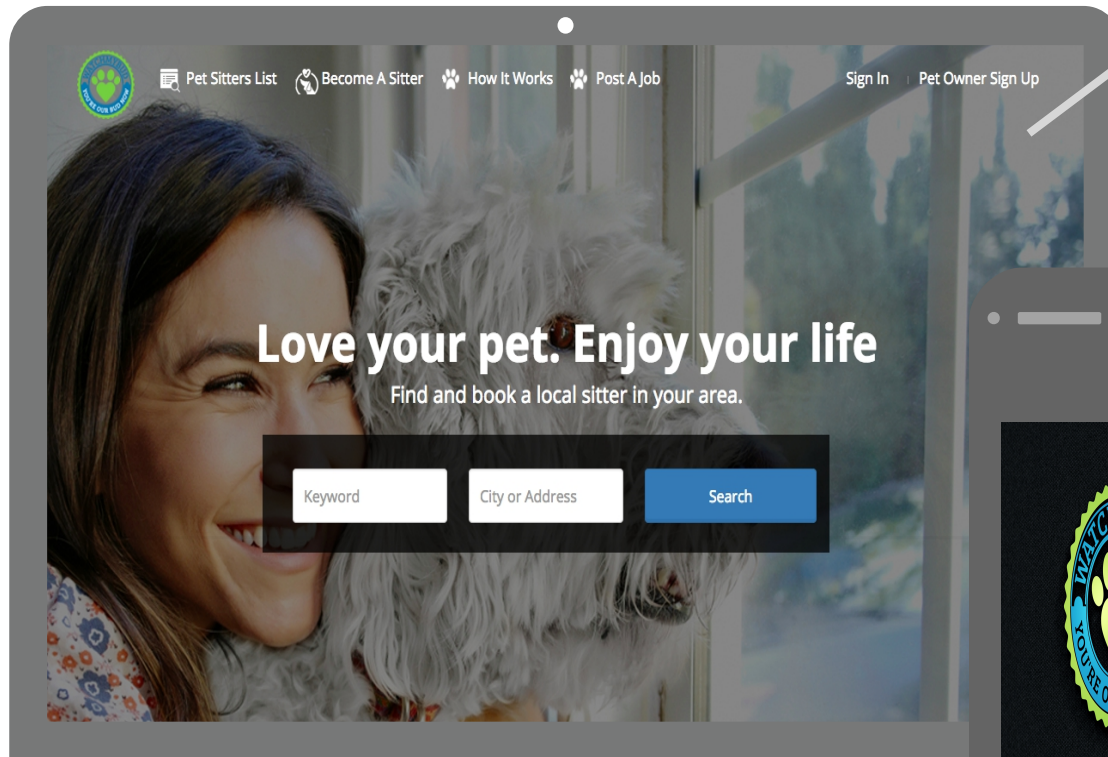
Were affiliated with Petsmart Inc,
Affiliated with ASPCA
1800- pet- Med.

Growing our networks of partnerships, that will help us cross promote.

06. Technology

Designed by New Horizons

Desktop Version



First Highlight

Become a Pet Sitter, or if you're a pet owner.

Search for a provider, GEO.

Select profile, book based on rates.

- Information on providers
- Identity Checked Profiles
- General Insurance
- Reviews, rates.



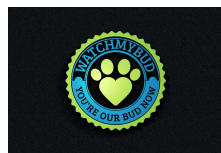
Mobile Version

Second Highlight

App, pet monitoring and health system.

7. Competitive Landscape

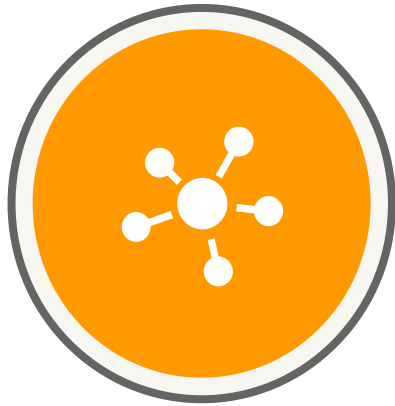
Designed by New Haircut



	Watchmybud	CareGuide PetSitter.com	Rover	DogVacay.com	Care.com
Pet Sitter	✓	✓	✓	✓	✓
Emergency	✓	✗	✗	✗	✗
All Pets	✓	✗	✗	✗	✗
Special Care	✓	✗	✗	✗	✗
Pets Health	✓	✗	✗	✗	✗
Business Platform	✓	✗	✗	✗	✗

08. Key Metrics

Prepared by: Alex Rodriguez



Providers

85+

New signups / mo

Pet Owners

12+

New signups / mo

App Download

9+

ECPM: \$8.60-\$35.70

Profit: +\$2.76



Traction

300K + Organic Traffic

Trademark: US Serial

Number: 86869272

Copyright: (completed)

Patent (will be filed)

\$825 first 4 bookings(test)

Minimum Viable Product

Affiliated with ASPCA.

App On Google Play

Google AdMOB



Awards/Recognitions/Program

Innovators Race 50.

Connect Incubator 2nd Round.

Nominated Stanford University

Hispanic entrepreneur Leaders.

Connect Launch Program

America's SBDC Program

1 Million Cups Presentation

UCSD-Company Presentation

UC San Diego



9. Growth Strategy



Strategic

Pursue all pets market
Finish APP
Blue Ocean Strategy
B2B and B2C platform



Tactical

Bunker Labs Incubator
Pinpoint Background Check
Landing Page
Custom Sales Funnel



Technology

Multi-User Platform website
Pet's health or progress
Pet owners dashboard
App with Gp & payment gateway

10. Financial Projections

Assumptions and Notes

	2018	2019	2020	2021	2022
Active Sitters	10k	50k	100k	500k	1,000,000
Revenue	\$2.4 M	\$12 M	\$24 M	\$135 M	\$240 M
Payroll	\$400K	\$800k	\$2.6 M	\$3.5 M	\$5.5 M
Operation Expense	\$350k	\$650k	\$2.5 M	\$3.7 M	\$5.52 M
Ebitd (MMS)	\$1.65 M	\$10.5 M	\$18.9 M	\$127.8 M	\$229 M

11. Our Team



Josue Encarnacion, Founder/Chief Technology Officer

Full Stack Web Developer. Josue is a technology entrepreneur of various business in the technology field TWMB.com and www.Watchmybud.com and his a self taught web developer.



Richard Encarnacion, MBA | Co-Founder | Chief Executive Officer

Richard has, over 10 years experience in business management, operations, sales and IT. An MBA & Former professor of marketing and sales at San Diego University of Integrated Studies and Media and Operations Manager dotstudioPRO.



Anthony Williams, Director of Networking, A.S. Information Systems, ITT Tech. Anthony has over 5 years experience working in technology companies, as a networking technician and advisor on technical issues. Former U.S. Marine.



Christopher Scott, Director of Engineering, A.S. ITT Tech, Has worked as technology support for Microsoft, and over 10 years experience being a database administrator and technology consultant for business in Texas, California and middle east etc. Former U.S. Marine.

Mentors & Advisors



Dr. Louis Kelly, Professor at University of La Verne. 30 years experience in business development. Former Professor of Alliant International University, Dr. Kelly bring with her both business experience, as both a consultant and a strategic management professor.



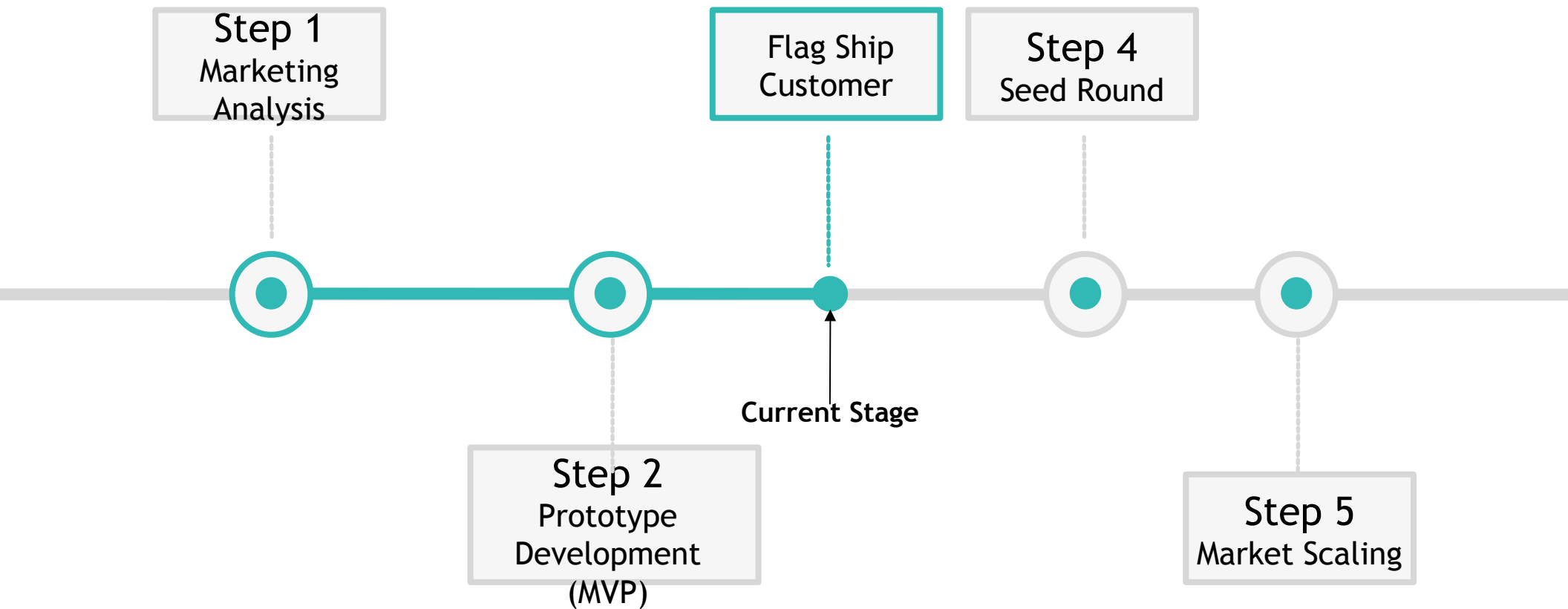
George Parrish, Works on Startups from ideation to monetization on all aspects of Startup business development and planning and funding. The Principal of a Business Accelerator, Society 3. A Mentor to Crowdfunding Platforms Society3.com and Dreamfunded.com. Currently sit's on the Board of Advisors to 12 StartUps in the Bay Area. I have built companies and sold companies, I have sold tens of millions of dollars of enterprise software solutions to Fortune 100, 500 and 1,000, as well as sold business solutions into the SMB B2B and B2C markets. Specialties: IP Issues, Business Models, Website Development, Funding, Social Media, Public Sector Sales, Branding.



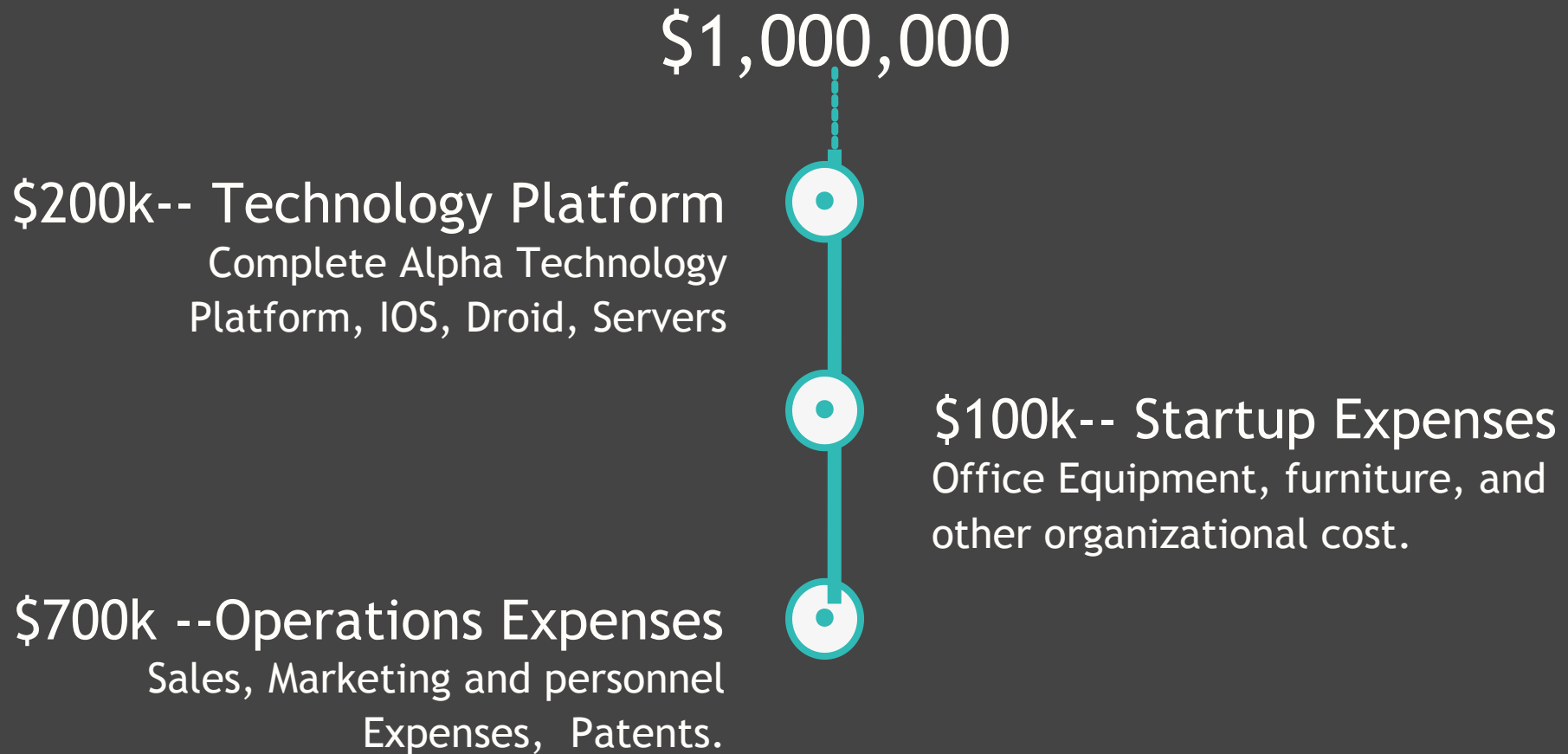
Issam A. Ghazzawi, Ph.D. is the Professor of Management and the Sam Walton Fellow at the University of La Verne. He received his Ph.D. from the University of Pittsburgh; and his Master's in Business Administration (MBA) from Sul Ross State University. He has over 20 years of executive management experience. He worked with companies in the fields of Technology & Commercial Real-estate Development. He served on various organizations' channel advisory board, including Lexmark International, Inc.; Microsoft Corporation; Targus; and Lenovo USA.

12. Timeline

Designed by New HairCut



13. Funding Needs



14. EXIT

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Possible Exit Scenarios:

1st. IPO- Listed on NYSE or NASDAQ, over \$75 Mil profits.



2. Acquired by Airbnb : Once 1M users reached.



15. Contact Info

Designed by New HairCut



facebook.com/watchmybud



linkedin.com/watchmybud



angel.co/watchmybud



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(619) 633-0901 - CEO CELL



Watchmybud LLC is Veteran owned and operated.

Thank You

Your Our Bud Now! :)