



Doggy

# Your New Pup's Play Place

[www.doggy.app](http://www.doggy.app)



# Problem



Busy families struggle to balance work commitments with training and socializing for their new puppy

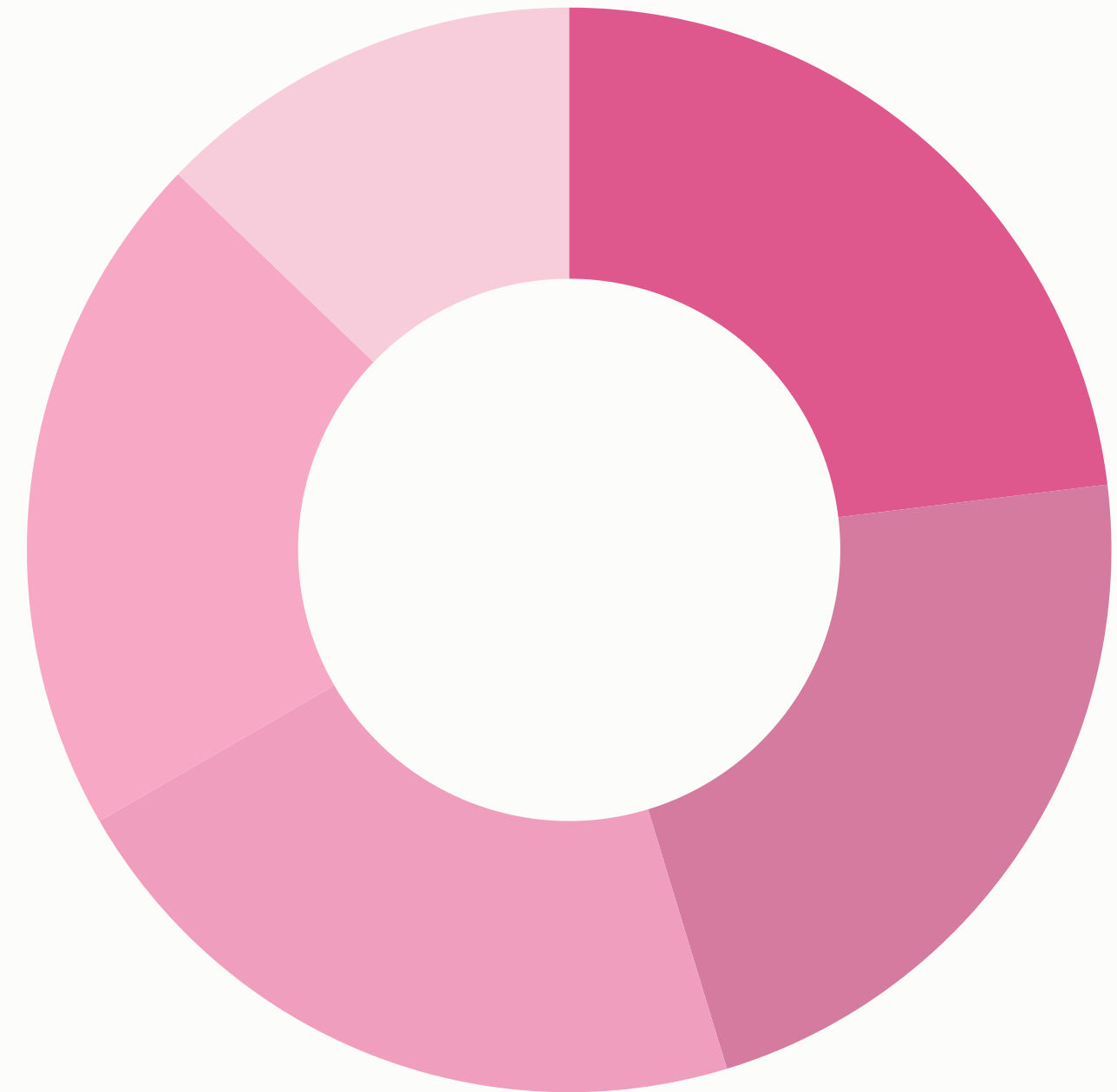


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# Problem




Dog owners cited as the biggest challenge associated with dog ownership

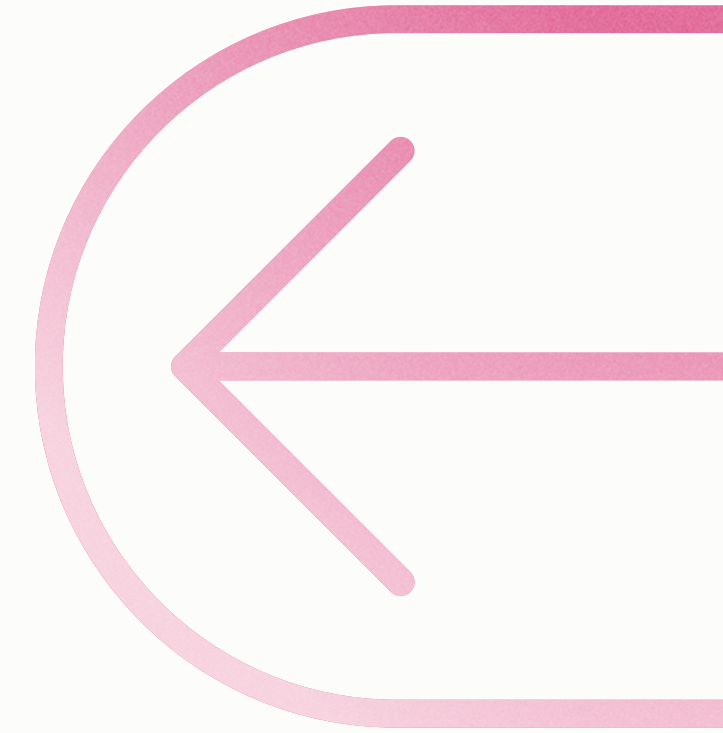
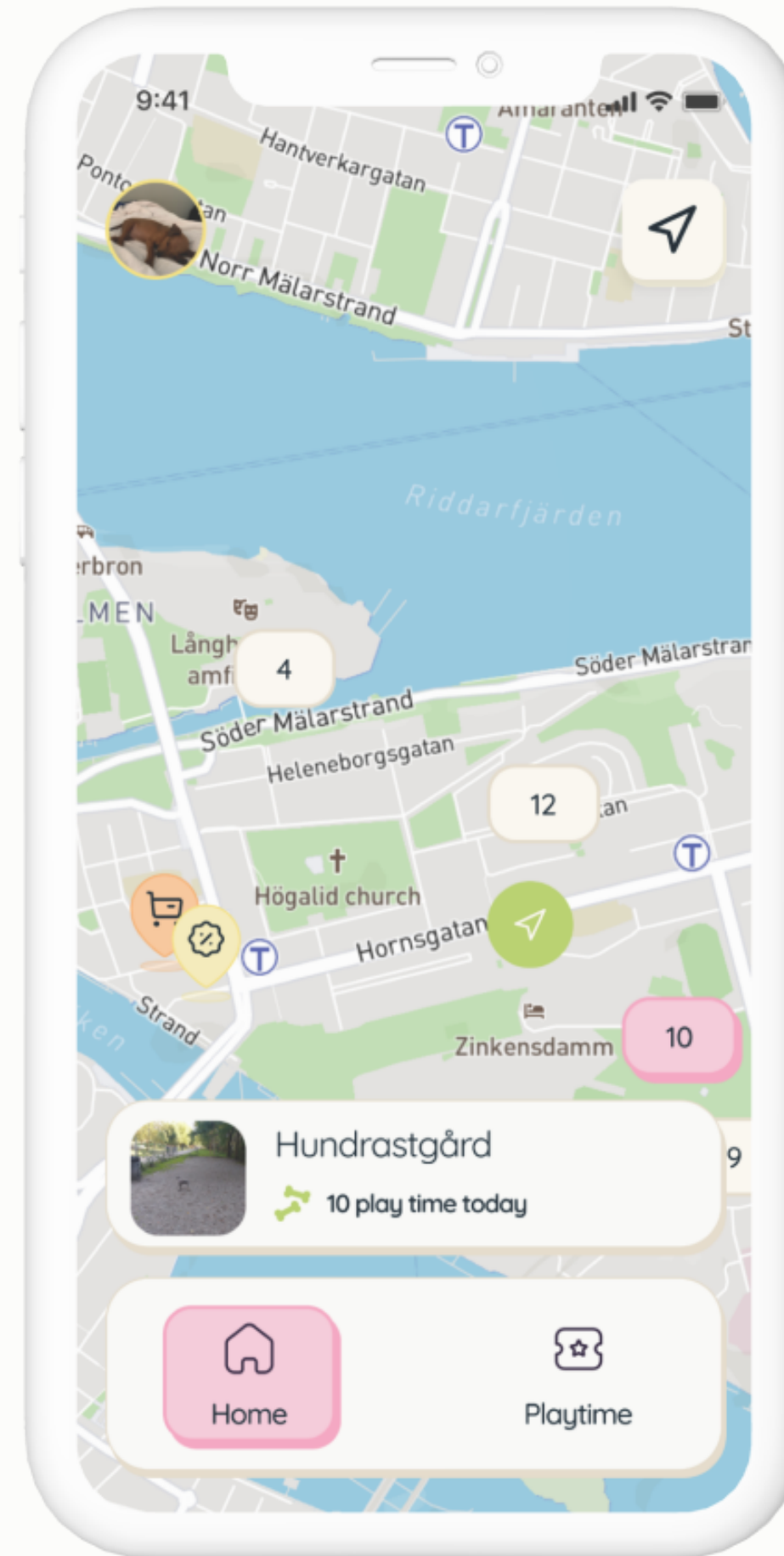
■ finding care when traveling/work	23%	■ Barking or whining	20%
■ training the dog	22%	■ Socialisation	12%
■ Cost	21%		



# Solution

Dogy is your onestop solution for

-  Seamless ondemand pet training
-  Easy local play date setup
-  Stress-free dog travel agent



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# Market Trends for Dog Owners

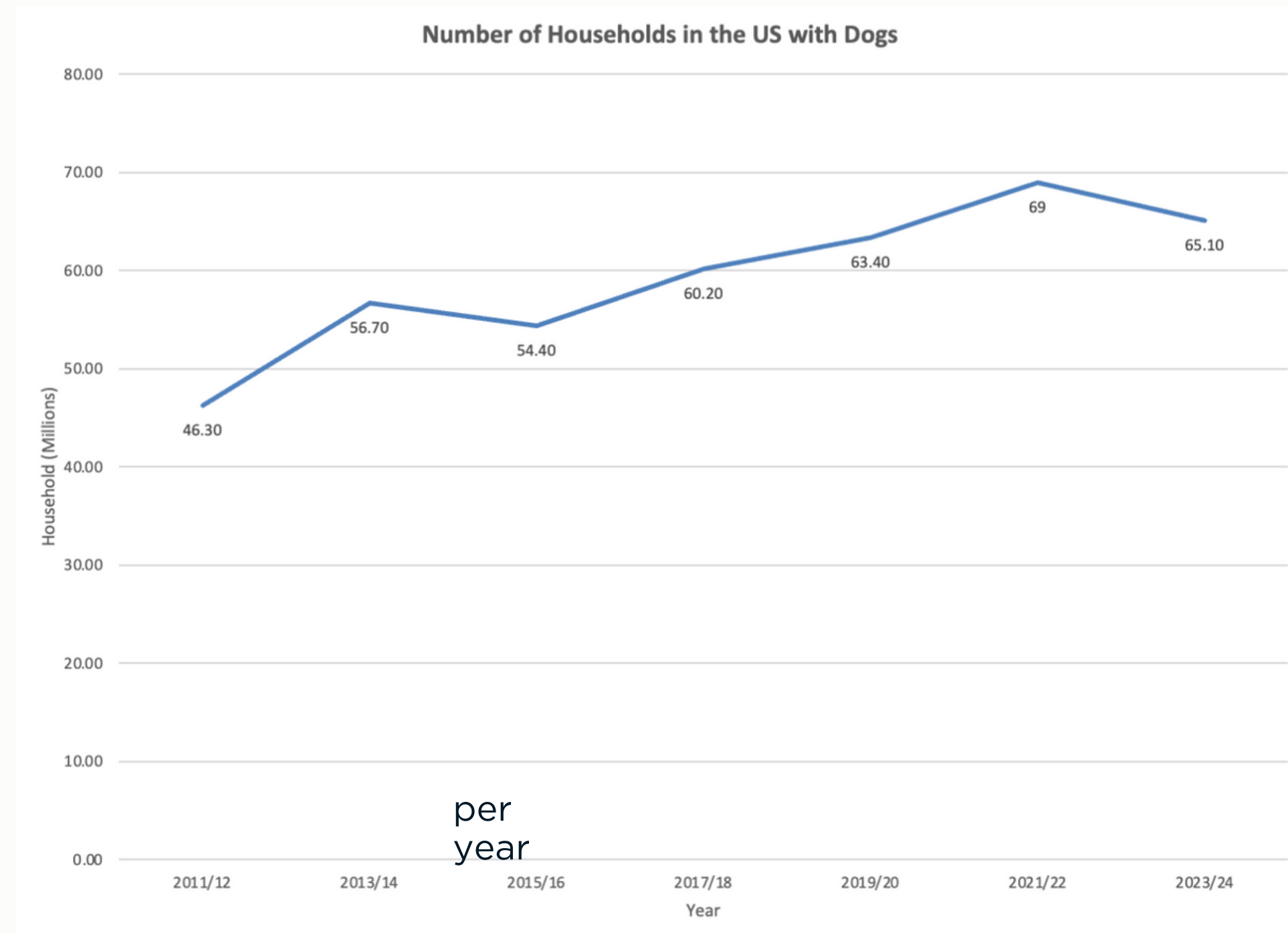


- Growing Pet Care Industry:
  - Driven by a rising number of pet owners.
  - Increased willingness to spend on pets' well-being
- Tech Adoption by Dog Owners:
  - Rise in digital products for dog care.
  - E-commerce as a prominent distribution channel.



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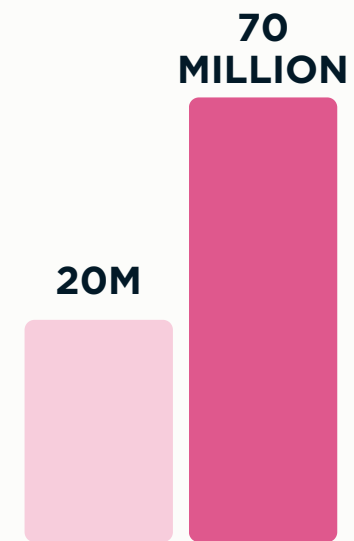
# Market Trends



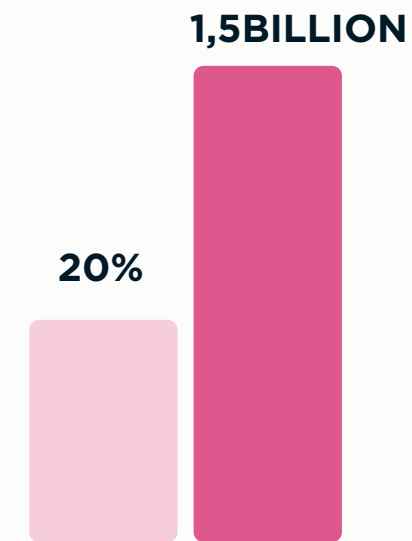
# Market Trends

## Total dogs

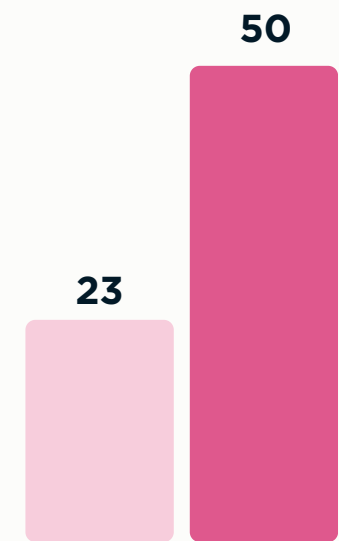
- TOTAL ADDRESSABLE MARKET (TAM)
- SERVICEABLE ADDRESSABLE MARKET (SAM)



## Training market

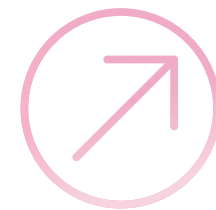


## Annual Profit

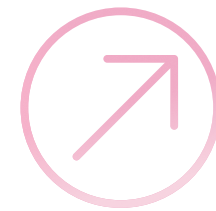




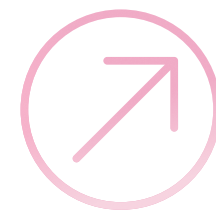
# Business Model



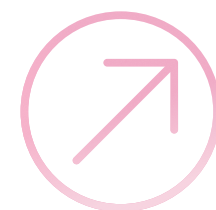
Consumer marketplace: 15% of transaction for services



Subscription model: 45\$/yearly fee for premium content + services



B2C promotional programs for local pet store



B2C affiliate partnership programs



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# Competitors



Competition	Doggy	MMDC	Rover	Dogo
Training		✗	✗	✓
Social		✓	✗	✗
Pet care		✗	✓	✗
Dog friendly location		✗	✗	✗
Travel guide		✗	✗	✗



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# Prospect



**New Millennium  
dog parent**



**Busy family**



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# Thanks



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