



Dogy

Get creative with your walk

www.dogy.app



Problem

Dog & owner get bored walking the same path every day

30% of dog owner struggle to find playmate



Dogy

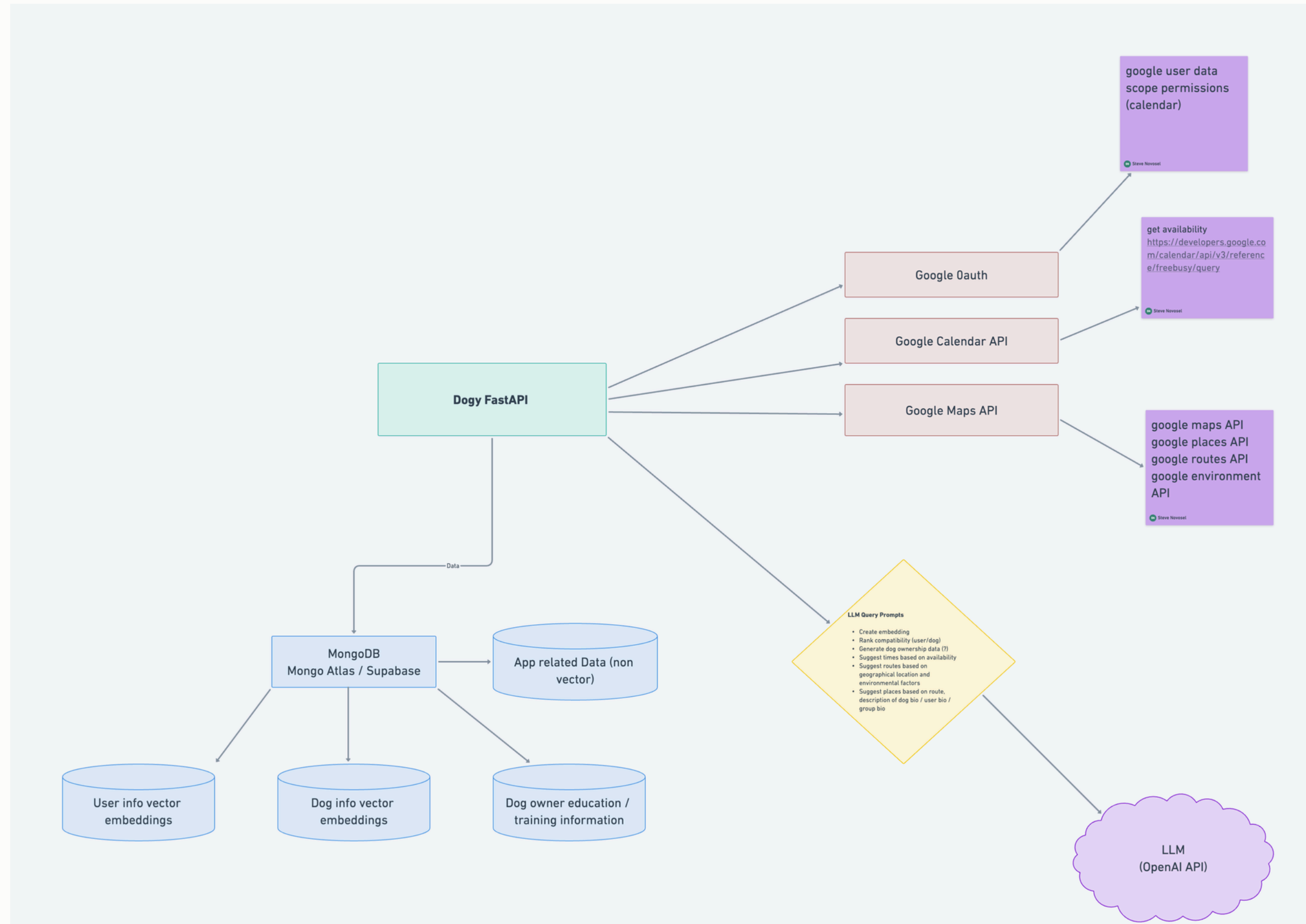
A unique walk every time

- Based on your calendar availability
- Include exercise and park dog matching
- Propose side activity (Bar, restaurant, Outside activity)

The screenshot shows the Dogy app interface. At the top, it says "Dogy is here for serve you" and "Plan your next walk". Below this, there's a section for "A unique walk selection for you and 'Dog name'", with options for "Today 14:30", "Tomorrow 09:00", and "Sunday 17:00". A summary box shows: Distance 7,4km, Duration 45 min, Possible meeting 80%, and Temperature 24°C. Below this is a paragraph explaining the walk selection process. The main section is titled "1. Be social" and features a "Today . 15:00" slot at "Tantolundens hundrastgård". It lists two dogs: Igor (♂, 9 months, Shy, Energetic, Obedient) and Bella (♀, 1,5 year). A "Join the playtime" button is at the bottom. To the right, a map shows a walk route in Stockholm, starting at point 1, going to point 2, and ending at point 3. The map includes landmarks like the Waterfront Hotel, Stockholm City Hall, and various churches.



Who does it work



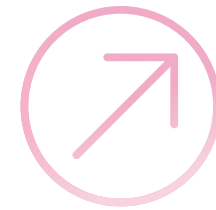
Market Scope

TAM	SAM	SOM
$200,000,000 \times \$150$ =\$30 billion	$60,000,000 \times 50\%$ $\times \$150 = \4.5 billion	$3 \text{ billion} \times 2\% = \60 million





Revenue Streams



Subscription model: 6\$/peer month
For unlimited walk

Q3	Q4	Q1	Q2
€30,000	\$75,000	\$130,000	\$50,000
5,000 sub	12,500 sub	22,500 sub	35,000 sub



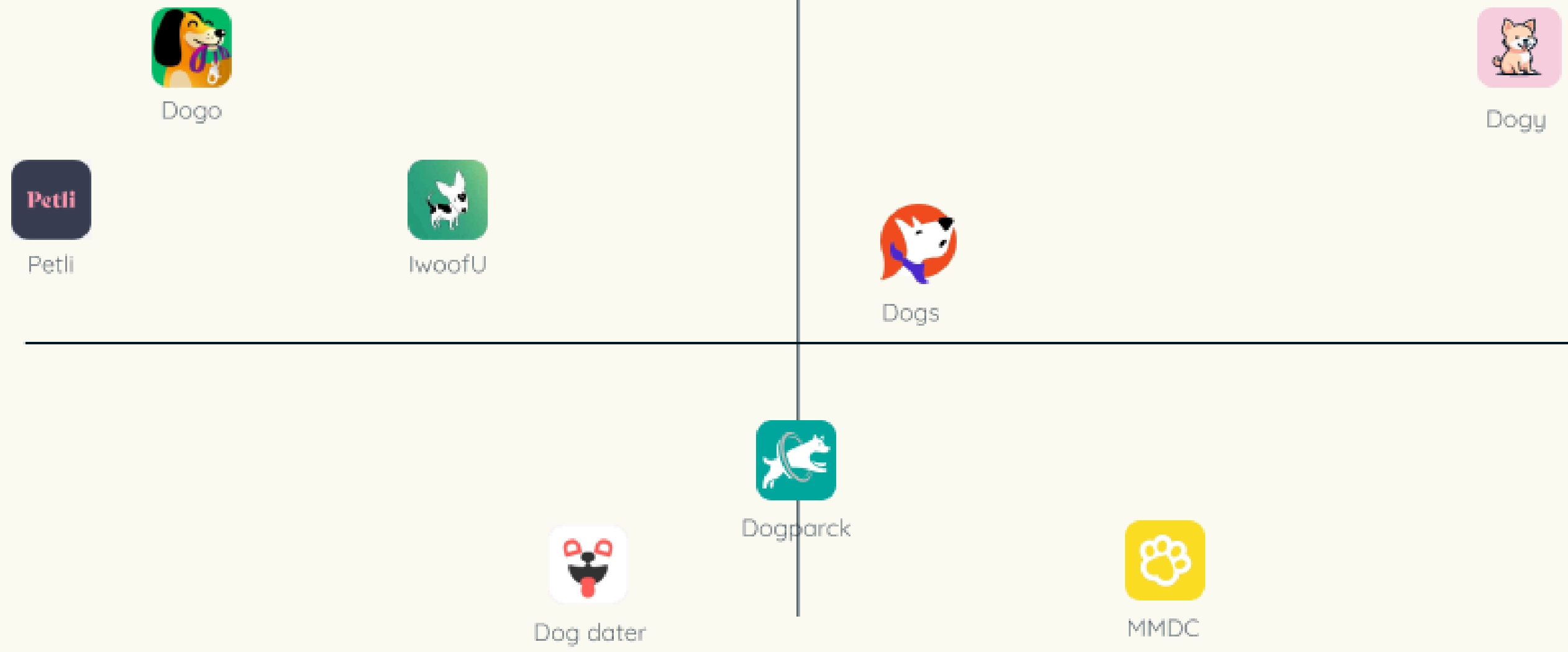
Doggy

COMPETITORS

Trusted & tailored Advice

Auto playmate matching

No playmate



Community advice

Prospect



New Millennium dog parent

- 25-40 years old Middle to upper-middle class
- Predominantly remote workers
- Prioritize pet health and well-being, efficiency in daily tasks
- Influenced by user reviews, ease of use, cost-effectiveness



Doggy

Impact

Greater Control Over Pet Care

Increased Socialization Opportunities

Reduced Stress for Owners

Enhanced Physical and Mental Well-being for Dogs



Doggy

Thanks



Dogy