



Park Your Pup

On Demand Hourly Pet Boarding Services

Park Your Pup, LLC (EIN: 88-2754564)

San Diego, CA 92102

Call / Text us @ (619) 535-1879

direct.me/parkyourpup



Overview

Park Your Pup is an upcoming **San Diego** based dog boarding service, with a particular focus to provide convenient **pay-by-the-hour care** while you **eat, shop, work, play** or otherwise enjoy the city, knowing your pet is in good hands!

Business Overview

Identity	Problem
Park Your Pup will provide on-demand hourly based boarding services in the San Diego area	Dog owners seeking more convenient, often last minute services to temporarily house their animal
Solution	Target Market
We'll offer unique hour ranges (weekend evenings) which isn't easily offered elsewhere	Social, active people with ESA / Service or just loved animals they'd prefer not to leave home
Competition	Revenue Streams
Other boarding services such as local businesses and individuals on Rover, Wag, etc	In person services will be available to San Diegans and anyone passing through
Marketing	Expenses
Branding is complete with market research up next to identify customer base	Location, kennels, staff, marketing, inventory, cleaning supplies, food, legal, etc
Team Structure	Milestones
Currently 3 individuals during mobile operations phase	Initial launch of the business, which will require sourcing clients and a location for operations



Our Story

At the onset of COVID-19 I made the best decision of my life to get a dog.

Sherlock is a young, goofy German Shepherd Chow mix

- Approaching 4 years old
- 88 lbs
- *One floppy ear* <<-----
- Living in San Diego, California
- Adopted from Working Dogs Rescue in Arizona
- Social media handle is @sherlockthegsdchow
- Certified cuddle monster and ESA



Here's a sneak peak at the evolution of his nicknames:

Buddy, Dude, Duke	Soy Sauce	Sherbie (Fully Loaded), Shergie
Baby, Baby boy, Little Baby Boy	Shur, Shurm, Shurbzz	Sherbert, Sherbs, Sherby Werby
Spurlock	Shoy lock, Shylock, Soylock	Shawbutt *

As a dog owner I made a promise to Sherlock that I'd not just take care of him, but give him a fun life. He's practically a service animal (currently ESA) and that means I take him with me every chance I get.

Like many others who got a "Covid Buddy" I often struggle deciding whether or not to leave my dog home as we rebuild our social lives as businesses and activities reopen. Every minute with him matters.

Wouldn't it be wonderful if there was a place I could temporarily bring Sherlock while I caught a movie, had dinner downtown, or went to a game? Most daycare / boarding places close in the evenings or require overnight stays whereas I just wanted 2-3 hours. Rover and Wag are great but that takes time to request, confirm, drop off, and is usually overnight if booked later in the day (and it's awkward to disrupt someone else's night especially if plans change). What if you could just... Park Your Pup?

* My favorite nickname 🥰



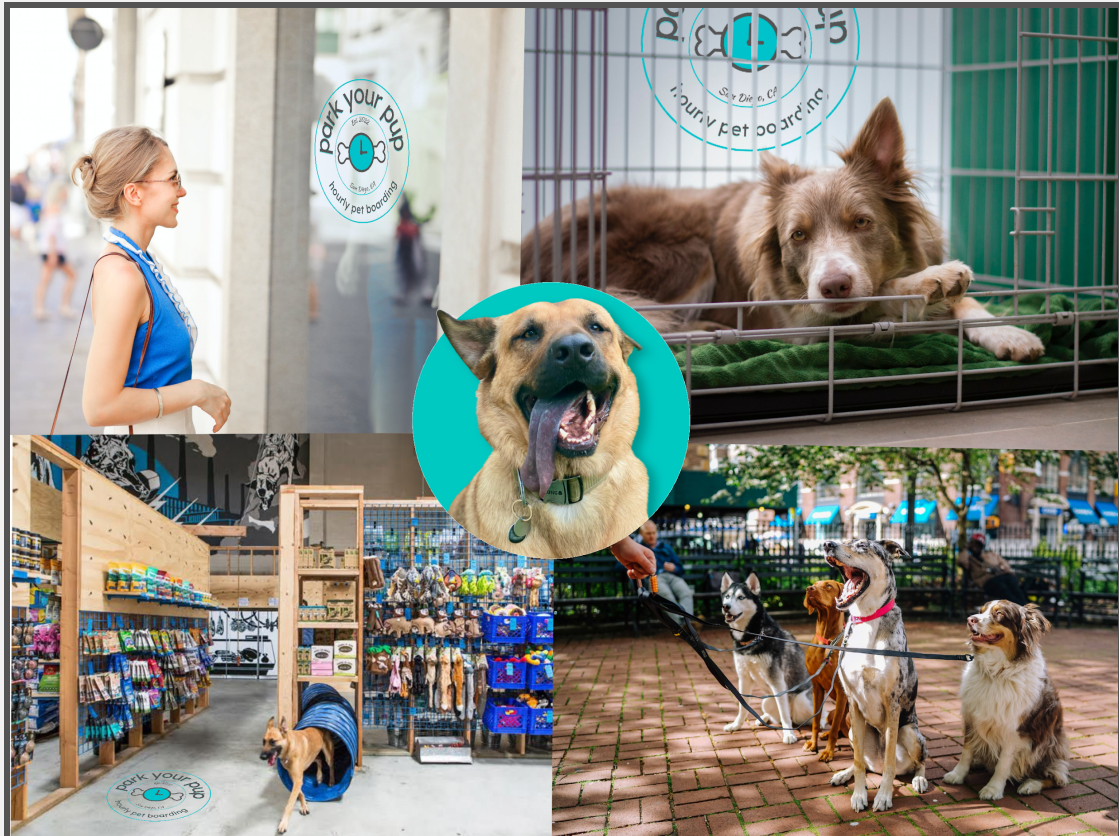
Idea

My goal and dream with this project is to test the concept of short term, convenient pet boarding in our new hometown of San Diego and if when this proves successful, expand to a regional, then national and/or global reach.

By building a reputable, trusted, network chain of on demand pay-by-the-hour dog boarding, people can drop their dog off while they grab dinner, shop, go to an event, activity, etc without having to plan ahead.

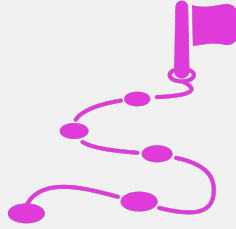
While the natural goal is to expand the offerings, services will start with a core focus on weekend evenings and nights as a key differentiator to build a customer base and establish routine business.

The next page includes high level details of the business model.



Business Model Generation

Key Partners		Key Activities	
<ul style="list-style-type: none"> - Landlord (must have a strong relationship so no complaints) - Dog parks (to gain customers) - Local dog boarding and grooming businesses (for referrals to each other) - Pet product suppliers (dog food, misc merchandise) 		<ul style="list-style-type: none"> - Temporary dog boarding - Misc pet products - Dog walking - Meals - Grooming - Portraits 	
		Key Resources	
		<ul style="list-style-type: none"> - Building rent, kennels, dog food - Brand, proprietary knowledge, partnerships, etc. - Creativity, experience, etc. - Cash, credit, loyalty program, etc. 	
Value Propositions	Customer Relationships		Customer Segments
<ul style="list-style-type: none"> - Convenient on demand hourly based pet boarding. Lower cost than a full day of boarding - Convenient location - Convenient hours - Flexibility to walk, feed, groom pets - Portraits and photoshoots of pets 	<ul style="list-style-type: none"> - Transactional (one time hourly) - Long-term (frequent customers with memberships) - Personal assistance - Community 		<ul style="list-style-type: none"> - Dog owners - People traveling through areas with their pet and need temporary relief to eat, shop, work, play, etc - Locals who enjoy having their pets with them but need temporary relief to eat, shop, work, play, etc - Local workers who need flexibility of a few hours of boarding but not the full day or overnight - Locals who want a day or evening out and can't find a sitter
	Channels		
		<ul style="list-style-type: none"> - Social media (IG, TikTok, YouTube, Live Cams, etc) - Dog Parks and other pet boarding companies - Word of mouth - Retail - Website 	
Cost Structure		Revenue Streams	
<ul style="list-style-type: none"> - Rent - Operating Expenses (utilities, staff member(s), dog food) - Kennels - Cameras - POS machine 		<ul style="list-style-type: none"> - Paid hourly for temporary boarding services - Late fees - Membership programs - Add on services for providing meals, open play, outdoor walks, etc - Store to contain various pet related products such as food 	



Goals

1. As of June 2022 this project is in the concept stage, so the greatest goal is to begin operations.
2. After testing the idea, the next goal is to sustain business before scaling.

Milestones

I. Crowdfunding Campaign Launch >> Successful Funding

The framework for the business is being created. LLC registration is complete with trademark, waivers and legal support in progress. Marketing / Branding is underway with it's next step to build a customer base. Location(s) for operation is dependent on funding. A business bank account has been established.

II. Mobile Operations >> First Clients

Lease / sublease scouting is in early progress though most relevant searches for rent in metropolitan (downtown adjacent) San Diego are \$3000/mo, which isn't sustainable just yet. It will be important to be scrappy in the beginning using modified mobile services while an initial customer base is built.

III. Location Sourcing >> Store Launch

Once a steady stream of clients is in motion, location sourcing will pick back up. With store launch we will be able to support more clients (target is 5 pets at once) and scale operations.



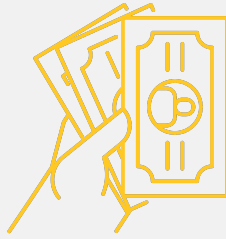
Mobile Operations

Without a customer base or retail location it will be imperative to test the business idea in alternative ways. Most feasible method is to establish a mobile form of operations. One such plan is below:

Who	Andrew Gwynn (CEO - Chief Executive Officer) Bradly Newland (COO - Chief Operations Officer) Mitch Newland (CBO - Chief Boop Officer)
What	Provide temporary supervised care to pets
When	Weekends and evenings
Where	Pop up shops near dog parks, major attractions, or other public areas
How	Portable booth, fence, shade, water, etc Utilize the kennel and truck bed for security as needed
Why	To provide pet boarding care so owners can enjoy the city nightlife

Provide canned messaging, pamphlets, customer feedback forms, trade contact information, etc
It may be important to be up front with customers about the state of business and the goal to improve.

Canned messaging	In progress
Pamphlets	In progress
Trade contact information	https://direct.me/parkyourpup



Expenses

Below is an initial list of expected expenses throughout the business

Cost Category	Description	Total
Business Registration (Admin)	LLC registration, vendor / location licensing	\$750.00
Mobile Operations (Temp)	Fence, signage, table, umbrellas, walkie-talkies	\$500.00
Dog Products	Water bowls, toys, food and treats	\$250.00
Insurance	General, Professional, BOP	\$500.00
Market Research	Identify customer base and confirm needs	\$250.00
Rent (Location TBD)	Initial rent and security deposit	\$6,000.00/mo
Utilities	Electricity and water	\$500.00/mo
FFE (Prototype Store)	Renovation, kennels, security cameras, etc	\$1,500.00
Licenses and Permits	Business license, mobile and store permits	\$500.00
Advertising and Marketing	Ads, store launch, specials	\$250.00/mo
Veterinarian Services (As Identified)	Ex: vaccine documentation, veterinarian	\$300.00
Legal Admin (As Identified)	Ex: lawyer, accountant	\$,1000.00
Employee Salaries	TBD	TBD
Subtotal		\$12,300.00



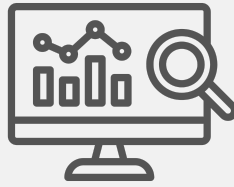
Projections

Milestone Category	# of Clients per Day	Base Hourly Rate (\$)	Est. Daily Total w/o Products	Est. Monthly Total w/o Products
Concept	0	\$20.00	\$0.00	\$0.00
Mobile Ops Launch	1	\$20.00	\$20.00	\$600.00
Mobile Ops Small	3	\$20.00	\$60.00	\$1800.00
Mobile Ops Mid	5	\$20.00	\$100.00	\$3,000.00
Mobile Ops Max	10	\$20.00	\$200.00	\$6,000.00
First Store Launch	5	\$20.00	\$100.00	\$3,000.00
First Store Small	10	\$20.00	\$200.00	\$6,000.00
First Store Mid	20	\$20.00	\$400.00	\$12,000.00
First Store Max	40	\$20.00	\$800.00	\$24,000.00
Store Expansion	40 x Second Store	\$20.00	\$1,600.00	\$48,000.00
Further Expansion	40 x ex: 5 Stores	\$20.00	\$4,000.00	\$120,000.00

Rate Breakdown Narrative

- Realistic Store Scenario (Starting Off)
 - Boarding: 2 dogs/hr for 4 hrs/day at \$20/hr = \$160/day times 30 days = \$4,800
 - Products: 4 items at \$10 each/day = \$40/day times 30 days = \$1,200
 - Total = \$6,000/mo

- Ideal Store Scenario (Fully Booked)
 - Boarding: 5 dogs/hr for 8 hrs/day at \$20/hr = \$800/day times 30 days = \$24,000
 - Products: 20 items at \$10 each/day = \$200/day times 30 days = \$6,000
 - Total = \$30,000/mo



Branding and Marketing

	Off White	#F1F1F1	For fonts, light backgrounds
	Medium Grey	#979797	For backgrounds
	Dark Grey	#545454	For fonts, dark backgrounds
	Teal	#00C2CB	Main company color
	Yellow	#FFC823	Accents
	Pink	#E13ADA	Sparingly

<p>Titles Used sparingly</p>	<p><i>Kaushan Script</i></p>
<p>Body Text</p>	<p>Lexend Deca</p>
<p>Minimalist Logo Scalable and recognizable stripped from main logo</p>	
<p>Swag Store Mockup of clothing accessories</p>	



Advertisements

Don't Call it Daycare

With evening hours, both you and your dog are finally able to enjoy a nightlife!

Treat Yo' Pup, Treat Yo' Self

Ease the guilt by booking your dog a stay with us so you can both enjoy a night out!

Staycation

Maybe you're hosting an MLM and need to get chores done? If your dog can't stand the vacuum, bring them over for an hour or two while you clean the house.

Ayyyee I'm Parkin' Here

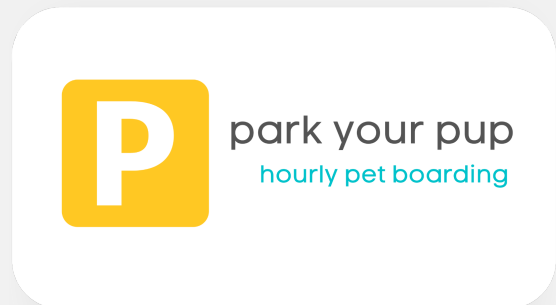
No caption needed

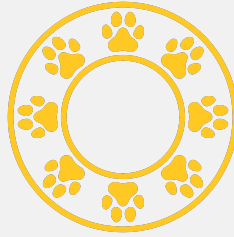


Membership Program and Perks

Reduced Hourly Rates	Offered to members who show recurring interest in our services.
Free Stays	Ex: 8th hour is free after 7 paid hours
Free Add-Ons	Meals, Open Play, Walks, Grooming, Portraits, Toys, Products, etc

Customers can choose between a collection of membership cards based on their personal style





Miscellaneous Future Ideas

Shuttle Services

This idea may require hiring a staff member (with potential certification?) or 3rd-party service (Uber integration?) to transport the animal(s). Purpose is to support last minute changes to people schedules or simply another layer of convenience. This may be needed if the first prototype store is outside of downtown due to costs, availability, etc. Multiple locations can create a mesh network to transport the animals to either the closest store or directly to the customer. Further, a shuttle service could potentially provide transportation across states or globally

- In-Network: Shuttle between Park Your Pup locations
- Out-of-Network: Door-to-door delivery of your pet. Origin as Park Your Pup, Destination TBD

Dedicated App

Starting off I will use either text or web based to communicate with clients. This would be used to provide a variety of updates to owners about their pet's stay, including:

- A) General progress such as pet behavior, booking expirations, pictures, report card, etc
- B) Ability to extend the stay (similar to vehicle parking meter apps)
- C) Loyalty membership program
- D) Access to camera feeds and live GPS of the shuttle services
- E) Store catalog to purchase items

Additional Services

The following are a variety of add-on services to further improve the pet's stay.

- Meal (house brand food) * Refunded if your pet doesn't eat
- Meal (owner provided food) * Refunded if your pet doesn't eat
- Open Play (socialization)
- City Walk: A staff member will walk your pet(s) outside, local to the Park Your Pup store
- Park Play: A staff member will bring your pet(s) to a local park for supervised play time

* These will require vaccination records to be on file and proper behavior from your pet



Links

Market Research Form	https://forms.gle/iYhfmgJUMjEwAtVn8
GoFundMe Campaign	https://gofund.me/17435d31
Square Appointments	https://park-your-pup.square.site/
Main Website	https://parkyourpup.godaddysites.com/
Instagram	https://instagram.com/parkyourpup
Facebook	https://www.facebook.com/Park-Your-Pup-100776002657284
TikTok	https://tiktok.com/@parkyourpup
YouTube	https://www.youtube.com/channel/UCzdpJVfWNWo9gVBmE3I3R6w
PayPal	https://paypal.me/parkyourpup
Phone Number	619-535-1879
Email	parkyourpup@gmail.com

Connect With Us!





Thank You

Most importantly, follow Sherlock's adventures [here](#) or anywhere using **@SherlocktheGSDChow**

