



Park Your Pup

hourly pet boarding

Business Plan (August 2022)



A Project by Andrew Gwynn

For Sherlock

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!

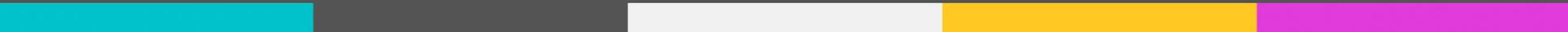
Call / Text us @ (619) 535-1879

parkyourpup@gmail.com

direct.me/parkyourpup

(EIN: 88-2754564)

Background

The bottom of the slide features four horizontal bars of different colors: cyan, white, yellow, and magenta.

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
- Certified cuddle monster and ESA



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

Buddy, Dude, Duke

Baby, Baby boy, Little Baby Boy

Spurlock

Soy Sauce

Shur, Shurm, Shurbzz

Shoy lock, Shylock, Soylock

Sherbie (Fully Loaded), Shergie

Sherbert, Sherbs, Sherby Werby

Shawbutt (My favorite nickname 🤪)))

Inspiration



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?

Intent



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.

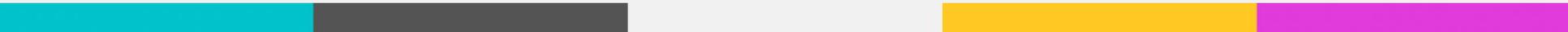
By building a reputable, trusted, network chain of on demand pay-by-the-hour dog boarding, people can drop their dog off while they grab dinner, shop, go to an event, activity, etc without having to plan ahead.

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.



Getting Started



Business Model

Identity

Park Your Pup will provide on-demand hourly based boarding services in the San Diego area

Solution

We'll offer unique hour ranges (weekend evenings) which isn't easily offered elsewhere

Competition

Other boarding services such as local businesses and individuals on Rover, Wag, etc

Marketing

Branding is complete with market research up next to identify customer base

Team Structure

Currently 3 individuals during mobile operations phase

Problem

Dog owners seeking more convenient, often last minute services to temporarily house their animal

Target Market

Social, active people with ESA / Service or just loved animals they'd prefer not to leave home

Revenue Streams

In person services will be available to San Diegans and anyone passing through

Expenses

Location, kennels, staff, marketing, inventory, cleaning supplies, food, legal, etc

Milestones

Initial launch of the business, which will require sourcing clients and a location for operations

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.

Business Model Generation

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	

Business Model Generation

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

Milestones



I. 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.

II. 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.

Store

5+ Dog Runs

Downtown with
High Foot Traffic

1000+ Sq Ft

Pet Products



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 Experience Officer) Bradly Newland (COO - Chief Ooooooh Big Stretches Officer) Mitch Newland (CBO - Chief Boop Officer) Sherlock (CGB - Chief Good Boy)
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

Mobile Operations

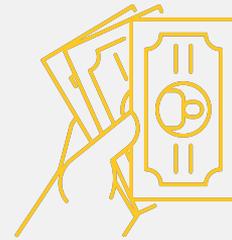


Provide canned messaging, pamphlets, customer feedback forms, trade contact information, etc
It may be important to be up front with customers about the state of business and the goal to improve.

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

Financials

Rates

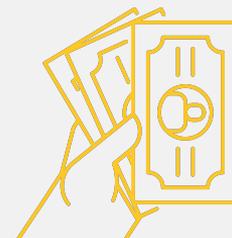


Rate Breakdown Narrative

- 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

Expenses



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
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



Branding & Marketing



Colors & Fonts

	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
	<i>Kaushan Script</i>	Stylized Titles	Sparingly
	Lexend Deca	Titles and Body Text	Frequently

Logos



Standard Logo

Main logo used for avatars, flyers, signage, etc



Minimalist Logo

Scalable and recognizable stripped from main logo



Merchandise



Swag Store
Mockup of clothing accessories



FIND US ON



Membership Program



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 for personalized style



Advertisements



ON DEMAND HOURLY PET BOARDING



(619) 535-1879



parkyourpup@gmail.com



direct.me/parkyourpup



San Diego, CA



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

Advertisements



The advertisement features a teal header with the 'Park Your Pup' logo on the left, which includes a clock icon and the text 'Est. 2002' and 'San Diego, CA'. To the right of the logo is a yellow box with the text 'Park Your Pup hourly pet boarding' and a QR code. Below the header is a photograph of a man and a woman sitting in a movie theater. The man is looking at his phone, and the woman is smiling and holding a red and white striped popcorn bucket. In the foreground, a pug dog wearing black-rimmed glasses is looking towards the camera. Below the photo is a yellow box with the text 'Dinner AND a movie? Easily extend your dog's stay with on demand pay-by-the-hour dog boarding'. At the bottom of the ad is a teal footer containing social media icons for Direct Message, Instagram, TikTok, Facebook, and YouTube, along with the phone number '(619) 535-1879' and a location pin icon.

park your pup
Est. 2002
San Diego, CA
hourly pet boarding

Park Your Pup
hourly pet boarding

Dinner AND a movie?
Easily extend your dog's stay with
on demand **pay-by-the-hour dog boarding**

direct.me/parkyourpup (619) 535-1879

Advertisements



The advertisement features a teal background. In the top left is the 'park your pup' logo, which is circular and contains a clock face with a bone shape, surrounded by the text 'park your pup', 'Est. 2022', 'San Diego, CA', and 'hourly pet boarding'. To the right of the logo is a yellow and pink rectangular box with the text 'Park Your Pup' and 'hourly pet boarding'. Further right is a QR code. Below these elements is a photograph of a white dog sitting on a red sofa. Underneath the sofa photo is the text 'Finally, you can both enjoy a night out!'. Below this text is a photograph of five people (three men and two women) sitting at a table in a bar, cheering with their arms raised. At the bottom of the ad are social media icons for Direct, Instagram, TikTok, Facebook, and YouTube, followed by the phone number '(619) 535-1879' and a location pin icon.

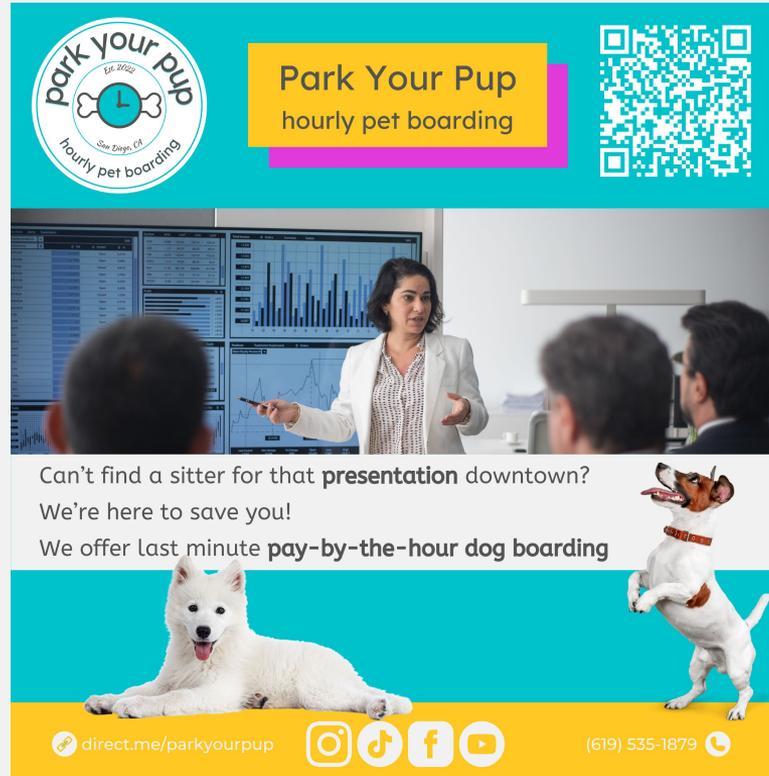
park your pup
Est. 2022
San Diego, CA
hourly pet boarding

Park Your Pup
hourly pet boarding

Finally, you can both enjoy a night out!

direct.me/parkyourpup     (619) 535-1879 

Advertisements



The advertisement features a teal header with the 'park your pup' logo on the left, which includes a clock icon and the text 'Est. 2022' and 'One Day, Of'. To the right of the logo is a yellow and pink box with the text 'Park Your Pup hourly pet boarding'. Further right is a QR code. Below the header is a photograph of a woman in a white blazer presenting to a group of people in a meeting room with multiple computer monitors displaying data charts. Below the photo is the text: 'Can't find a sitter for that **presentation** downtime? We're here to save you! We offer last minute **pay-by-the-hour** dog boarding'. At the bottom of the ad are two photos of dogs: a white fluffy dog lying down and a small brown and white dog jumping. The footer is yellow and contains the text 'direct.me/parkyourpup', social media icons for Instagram, TikTok, Facebook, and YouTube, and the phone number '(619) 535-1879' with a WhatsApp icon.

park your pup
Est. 2022
One Day, Of
hourly pet boarding

Park Your Pup
hourly pet boarding

Can't find a sitter for that **presentation** downtime?
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park your pup
Est. 2002
San Diego, CA
hourly pet boarding

Park Your Pup
hourly pet boarding

Crush that **interview** downtown while knowing your pet is **around the corner** ready to celebrate

Mobile **pay-by-the-hour** services make adulting easier

direct.me/parkyourpup (619) 535-1879

Advertisements



The advertisement features a teal background. In the top left is the 'park your pup' logo, which includes a clock icon and the text 'Est. 2022' and 'See Dogs, CT'. To the right of the logo is a yellow and pink banner with the text 'Park Your Pup hourly pet boarding'. Further right is a QR code. Below these elements is a photograph of four people in a meeting around a wooden table. At the bottom left of the ad is a photo of three dogs: a black dog, a brown dog, and a small brown dog. To the right of the dogs is the text 'Focus on your late night study sessions with pay-by-the-hour dog boarding'. At the very bottom is a teal bar containing social media icons for Direct, Instagram, TikTok, Facebook, and YouTube, along with the phone number '(619) 535-1879' and a location pin icon.

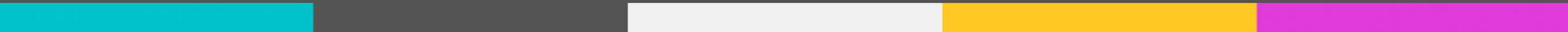
park your pup
Est. 2022
See Dogs, CT
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Focus on your late night study sessions with
pay-by-the-hour dog boarding

direct.me/parkyourpup (619) 535-1879

Miscellaneous Future Additional Services



Miscellaneous Add-Ons



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

- Dog Match Making: Customers can opt in to receive recommended puppy play dates
- 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

Dedicated App



Starting off we 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

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

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/UCzdpJVfwnWo9gVBmE3l3R6w>

PayPal <https://paypal.me/parkyourpup>

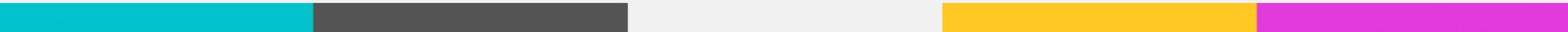
Phone Number [619-535-1879](tel:619-535-1879)

Email parkyourpup@gmail.com

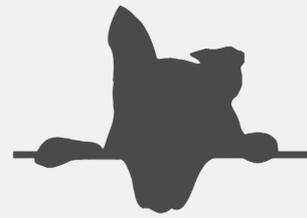




Thank You



Plugging Sherlock

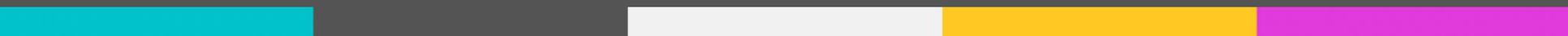


Most importantly, follow Sherlock's adventures [here](#) or anywhere using **@SherlocktheGSDChow**

Blue

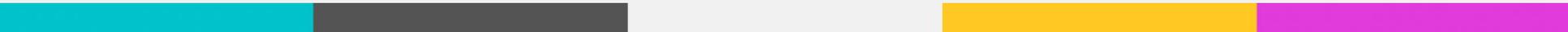
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Grey





White



Yellow



Pink

