

WHISPER WILD

Updated Stage-Based Funding Plan

Critter Clipper | Pre-Seed Capital Strategy

Whisper Wild's capital plan is structured in milestone-based rounds so each raise advances Critter Clipper toward commercialization while reducing technical, manufacturing, compliance, and market risk before the next deployment of capital.

Round	Primary Milestone	Target
Round 1	Production-ready design + manufacturing pathway	\$100,000
Round 2	Beta prototypes + user validation	\$50,000
Round 3	Tooling + manufacturing prep + certification	\$200,000
Round 4	Initial production + launch	\$150,000
	Total Planned Pre-Seed Capital	\$500,000

\$100K FIRST CLOSE

A deliberately funded first round designed to carry Critter Clipper through the next major product-development and manufacturing milestones without requiring an immediate bridge raise.

ROUND 1 - DESIGN, PROTOTYPING & MANUFACTURING PATHWAY

\$100,000

Advance Critter Clipper from its current prototype through production-ready design refinement, functional prototyping, manufacturing documentation, supplier sourcing, pre-compliance preparation, and sufficient iteration/contingency.

Use of Funds	Budget
Product design refinement & finalization	\$15,750
Functional prototype development	\$10,000
Manufacturing documentation & supplier sourcing	\$15,500
Engineering / manufacturing support reserve	\$8,250
Testing & pre-compliance reserve	\$15,000
Additional prototypes & design iteration	\$10,000
IP, legal & insurance	\$7,500
Shipping, components & development expenses	\$5,000
Contingency / working capital	\$13,000
ROUND TOTAL	\$100,000

Milestone: production-ready design direction, functional prototype, BOM/technical documentation, initial manufacturer quotes and a clearer pathway into tooling.

ROUND 2 - BETA PROTOTYPES & USER VALIDATION

\$50,000

Validate the refined product with representative users and use structured feedback to reduce usability and design risk before committing significant capital to tooling.

Use of Funds	Budget
Beta prototype builds	\$30,000
User testing + iteration	\$10,000
Pre-compliance review	\$10,000
ROUND TOTAL	\$50,000

Milestone: validated beta product with documented user feedback, final iteration priorities and increased confidence before tooling.

ROUND 3 - TOOLING, MANUFACTURING PREP & CERTIFICATION

\$200,000

Move the validated product into production infrastructure, certification/compliance work, and a pilot manufacturing run.

Use of Funds	Budget
Injection mold tooling - plastic + silicone	\$120,000
PCB finalization + test fixtures	\$25,000
Certification & compliance	\$25,000
Pilot manufacturing run	\$30,000
ROUND TOTAL	\$200,000

Milestone: production tooling, compliance pathway, manufacturing test infrastructure and pilot units.

ROUND 4 - INITIAL PRODUCTION & LAUNCH

\$150,000

Fund the first commercial inventory and the operational and marketing work required to launch Critter Clipper into the market.

Use of Funds	Budget
Initial inventory - 5,000 to 10,000 units	\$100,000
Packaging + logistics	\$25,000
Launch marketing + partnerships	\$25,000
ROUND TOTAL	\$150,000

Milestone: commercial launch with initial inventory, packaging/logistics capability and go-to-market support.

CAPITAL STRATEGY

\$500,000 Total Planned Pre-Seed Capital

The staged structure allows Whisper Wild to seek capital against increasingly concrete milestones. Round 1 is now sized at \$100,000 to reflect current professional product-development pricing and to provide appropriate reserves for testing, iteration, compliance preparation, and unforeseen hardware-development costs.

The remaining rounds preserve the previously established beta-validation, tooling/certification, and launch budgets. Budgets are planning estimates and may be refined as manufacturer quotes, engineering requirements, compliance needs, and production economics become more precise.

Investor framing

Initial ask: \$100,000 first close

Purpose: De-risk product development and establish the manufacturing pathway

Planned total pre-seed capital: \$500,000 across milestone-based rounds

Whisper Wild | Engagement First