

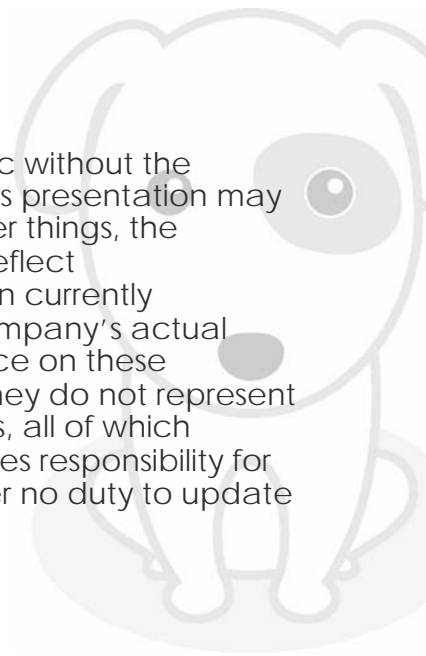


pup🐾timize

Making it easy to be a great dog owner.

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Kelly just adopted her first dog.
She's excited, but she has a million questions.

Pet owners are struggling

63%

of dogs are relinquished during their lifetimes¹



3.3M

dogs/year in shelters²



We believe
**lack of preparation
and education is**
the root cause.

¹ 2015-2016 APPA National Pet Owners Survey

² 2016 ASPCA estimate

Pet owners need a trusted authority

69% said **undesirable behavior** was a major frustration¹

48% use **trial and error** to decide which products to buy¹

65% search for answers online, **no sites are used consistently**¹

63% of dogs are **relinquished** by their owners²,

Raising a dog is an **expensive guessing game.**

¹ 2015 Puppy Owner Segmentation Study (primary)

² 2015-2016 APPA National Pet Owners Survey

³ 2015 ASPCA estimate

Puptimize eliminates the guesswork



The marketplace that makes it easy to be a great dog owner










- Free training and education
 - Expert-recommended products
 - Trusted, vetted local services
- ...tailored to you and your dog.



These statements represent management opinions. They do not represent guarantees of future results, levels of activity, or achievements.

puptimize making it easy to be a great dog owner.

A digital instruction manual for your dog

Puptimize attracts users with **free, personalized tools and education**

-  Pet preparation/selection
-  Puppy instruction
-  Custom training/guidance
-  Food/nutrition selection
-  Problem solving
-  Health/insurance
-  Exercise/games
-  Grooming
-  Boarding/travel

Like  **tripadvisor** or  **houzz** for the pet industry...

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 **puptimize** making it easy to be a great dog owner.

Training is the ideal starting point

79%

of owners **want to teach** their dog new skills or improve existing ones¹



60.2M

households with dogs²



77%

of owners are not attempting to teach their dog anything¹



51%

say **knowledge** is a barrier, followed by trainer **cost** (20%) and **time** (15%)¹



75%

of dog owners **choose DIY training**, which currently fails at rates of 90%+¹

¹ 2016 Training App Market Study (primary)

² 2017 APPA National Pet Owners Survey

Free tools drive product/service revenue

- 1** Free tools and education drive user acquisition
- 2** Affiliate products tailored to goals and dog (50%)
- 3** Service provider finder/premium listings (40%)
- 4** Paid on-demand video help from trainers, etc. (10%)



Pet prep/selection



Puppy instruction



Custom training



Food selection



Problem solving



Health/insurance



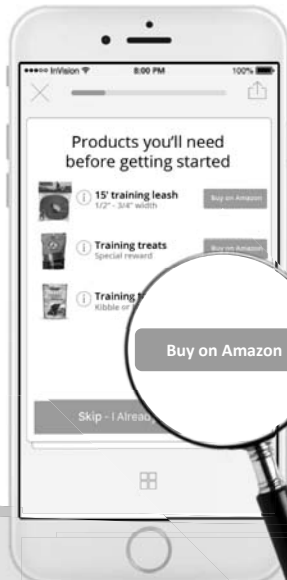
Exercise/games



Grooming











Boarding/travel



Clear competitive advantages

- Advantage/differentiator
- Competency

		 Puptimize	 petco PET SMART	 wag.com chewy	 amazon Walmart*	 BM Indie	Training		
			BM Chain \$11.4B ¹	OL Pet \$4.0B ²	OL Gen. \$6.0B ³		 DIY	 Group	 Private
Personalized	Training, products, and services tailored to you and your dog	●							●
Convenient	Training, education, products, and services in one location	●	●						
Trustworthy	Instructions and product recommendations from experts	●		●		●	●	●	●
Effective	Daily activities promote engagement/long-term skill building	●							●
Simple	Step-by-step instructions with illustrations, animations, and video	●							
Motivating	Performance tracking and rewards	●							
Engaging	Fun activities and social media integration	●							
Affordable	Everyday low prices	●	●	●	●		●	●	

¹ 2016 IBISWorld Industry Report 45391

² 2015 IBISWorld Online Pet Food & Pet Supply Sales

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Growing Industry



77.8M

total dogs¹



35,000

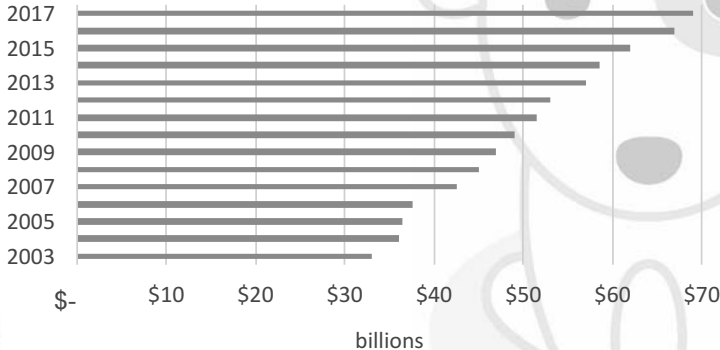
born every day¹



60.2M

¹ 2015-2016 APPA National Pet Owners Survey

U.S. Pet Industry Expenditures (2003-2017)



Validated by customers and rescues

Full product/marketing launch: Mar. 15, 2017

Core metrics

20K+
installations

2.9K+
WAUs

9.6K+
MAUs

\$0.73
CPA

Earned/channel marketing traction

33+
rescue partners



300+
rescue pipeline



86%
rescue close rate*

2
media articles



*In our early days of rescue recruiting, 10 rescues started using our tools and only two declined to use them (hence the 86%). As we have continued reaching out to more rescues, we have added around 20 more partners with no additional rescues declining to use our tools. However, we do not believe that rate is sustainable. Long term we would expect the 86% number to be more realistic.

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Marketing with a mission

1. Direct to consumer

- Rapid user acquisition
- Low CPA (<\$1.50)
- Low overhead
- Little competition
- Large tool kit, many low-cost tactics

2. Rescues/shelters

- Slow, consistent user acquisition
- Maximizes revenue/LTV
- Symbiotic relationship
 - Reduces burden on volunteers
 - Drives adopters to partner rescues
- Long-term alliances (industry association)

3. Channel partners

- Scale with business
- Mutually beneficial
 - AKC
 - Product manufacturers
 - Insurance providers
 - Pet tech alliances (walking/sitting services)
 - Local service providers

Awareness

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The right team for the challenge

Rob Steinberg (Co-Founder)



The digital marketing expert

- Digital, mobile, social marketing leader
- **15+ years experience at leading digital companies** (Yahoo, Shazam)
- Global Head Integrated Marketing at Shazam

D.J. Todd (Co-Founder)



The customer/product expert

- Senior product development/marketing leader
- **17+ years product development/product management experience** (HP, Intuit)
- Member of exec. team that led previous company to private equity exit

Colleen Demling



The industry/dog training expert

- Owner of San Diego's top training company
- **25K+ hours of hands-on training experience**
- Contributor to Yahoo, Huffington Post, Woman's Day, multiple TV shows

Key Investors/Mentors

Thomas Doyle (investor/mentor)

Former Qualcomm and Whistle Labs executive, startup CTO/president

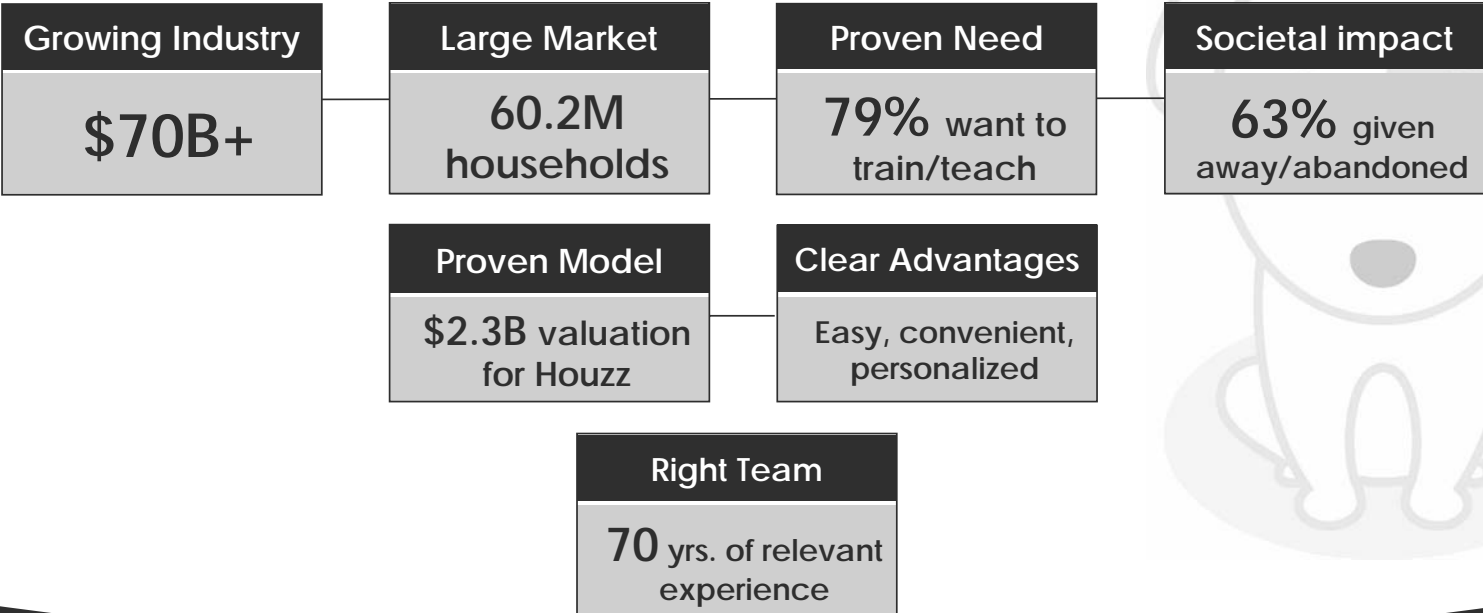
Christopher Shattuck (mentor)

Engineering Director, ESPN and two-time startup CTO

Sean Conlon (mentor)

Founder/CEO, Petbox

Clear need, right solution, right team



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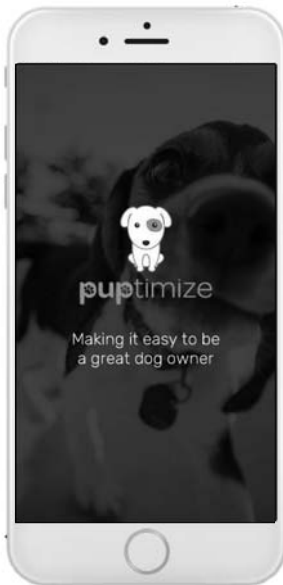
Appendix A

Support Slides

Training focused on owner needs

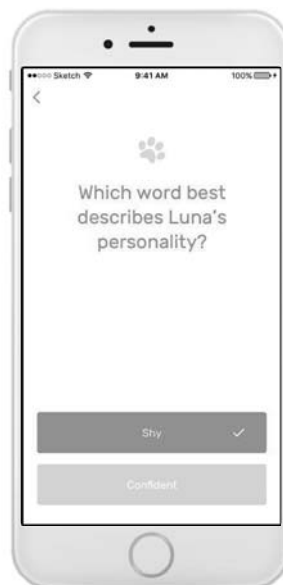
1

Download and launch the free Puptimize app.



2

Answer a few basic questions about your dog and schedule.



3

Choose the command, trick, game, or skill you want to teach your dog (or select from complete training bundles)

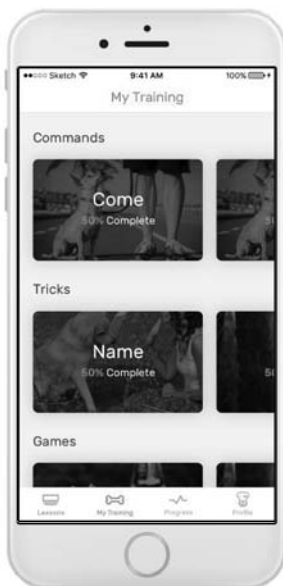


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Training focused on owner needs

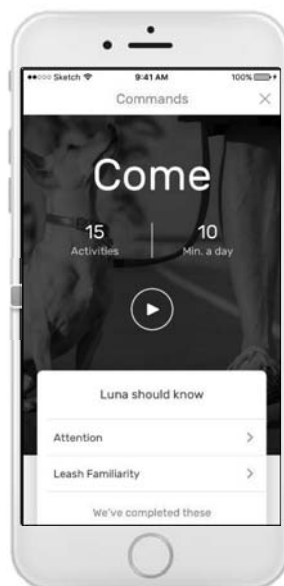
4

Puptimize creates a custom training plan for you, based on your dog's personality and your schedule.



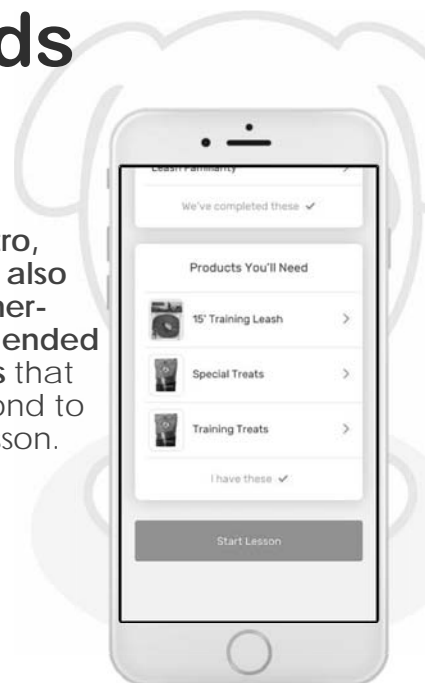
5

Each lesson includes time estimates, an overview video, and important ground rules.



6

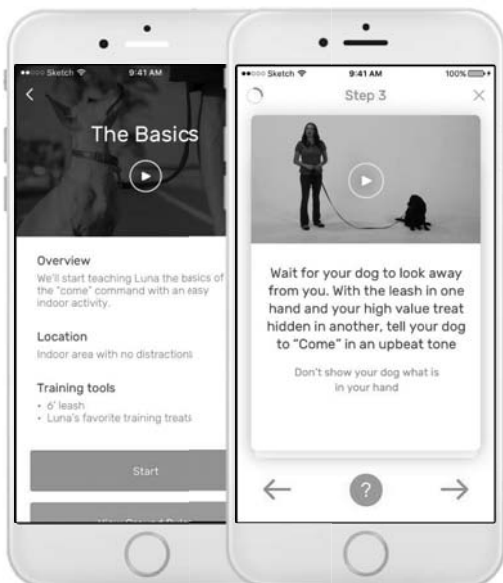
In the intro, you can also buy trainer-recommended products that correspond to each lesson.



Training focused on owner needs

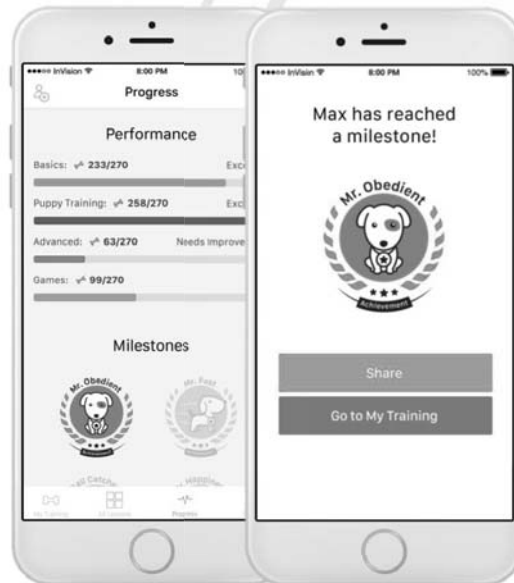
7

Each day, Puptimize delivers a new activity to help you build the desired skills, complete with visual step-by-step instructions.



8

Puptimize helps you track and share your performance to increase motivation.



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