



Who Are We?



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PROBLEM

The Tragic Accidents



The latest tragic accident happened just a few miles away on Nov. 7th:

“An oncoming driver and three dogs were killed Tuesday when **one of the six dogs inside a woman’s car jumped into her lap** and caused her to cross the center line and crash head-on into another vehicle in Washtenaw County, police said.”


*This picture is not connected to the accident

The NRMA Insurance Test



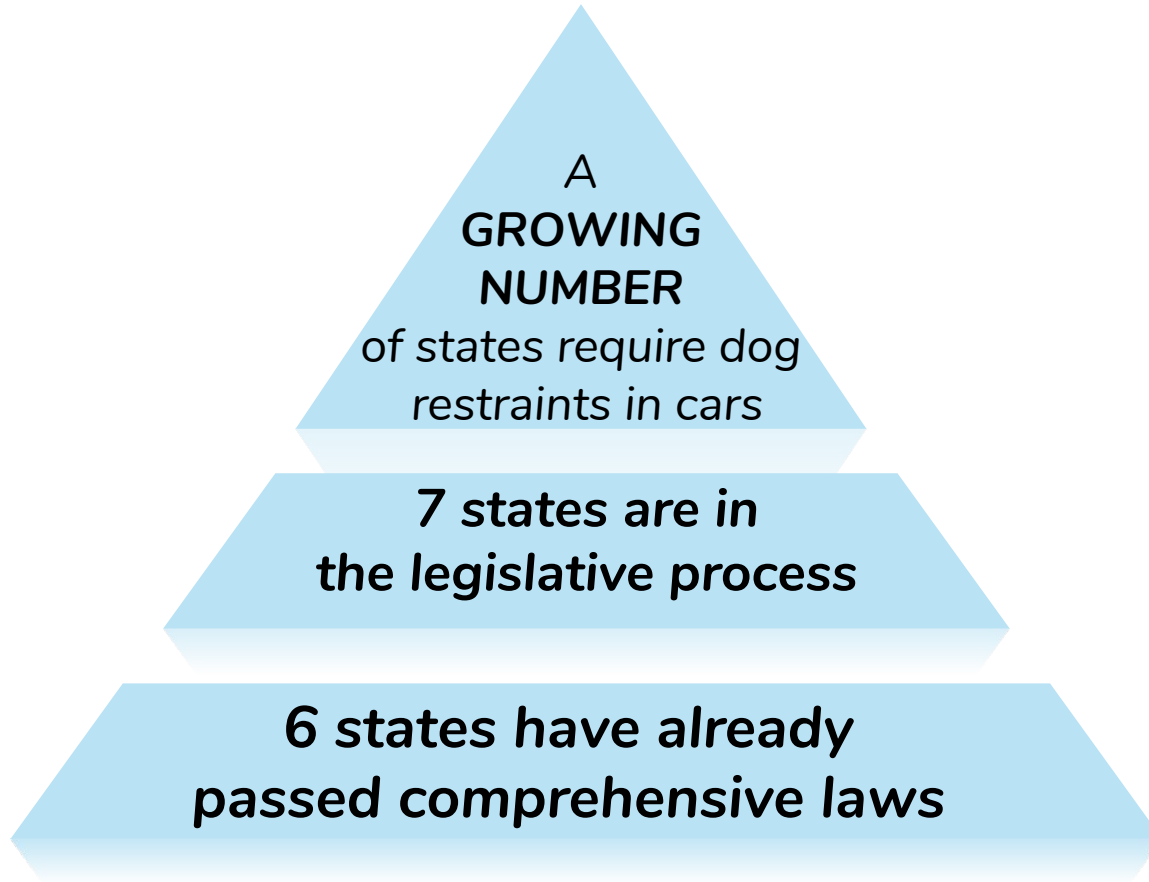
An unrestrained pet **can act as a projectile**, which could present a **harmful or possibly fatal risk** to the driver or other occupants of the car, the test highlighted.

“Our tests showed that an unrestrained pet sitting on the back seat of a car can **hit the dashboard** with enough force to **cause serious injury**, even at a collision speed below 20 km/h (~12.4 mph).”

A photograph of a dog sitting in the front passenger seat of a car, looking out the window. The dog is white with brown patches on its head and ears. The driver is visible in the background, wearing a light-colored shirt and blue pants, with his hands on the steering wheel. The car's interior is visible, including the dashboard and the front seats. The background outside the car shows green foliage and a bright sky.

An unrestrained dog in a vehicle may **divert the driver's attention**, **be in danger of experiencing severe injury** in an accident, and potentially **cause injury to the human occupants**.

U.S. laws are changing...



UK laws are in effect...

WARNING

“Make sure
DOGS
or other animals are
SUITABLY RESTRAINED
so that they
CANNOT DISTRACT YOU
while you are driving
OR INJURE YOU, OR THEMSELVES,
if you stop too quickly.”

WARNING



PRODUCT

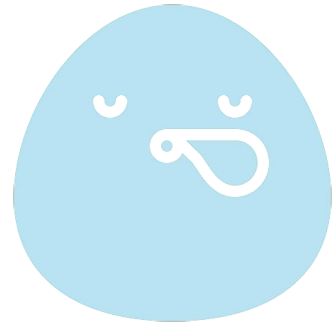
Objectives



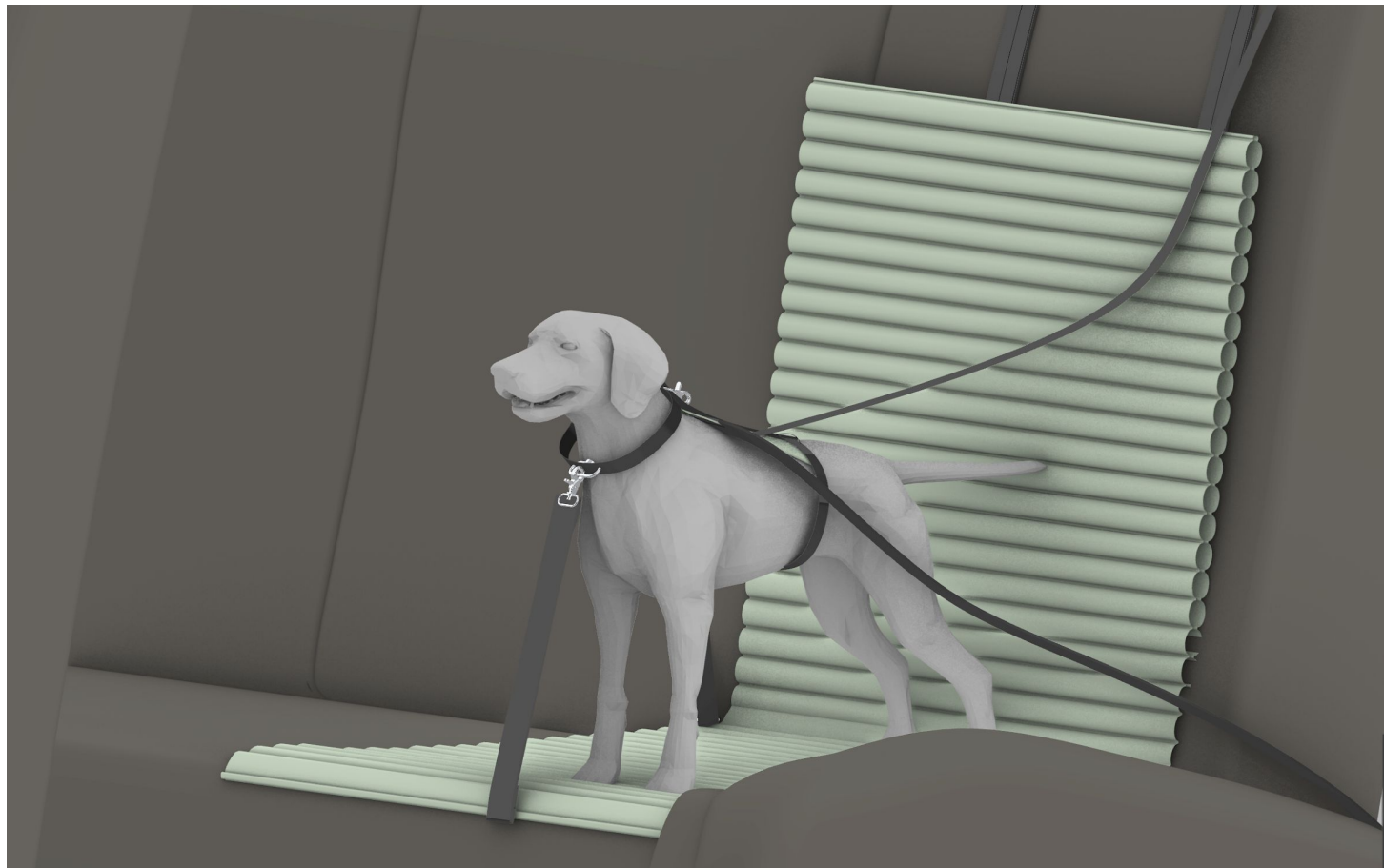
Safety

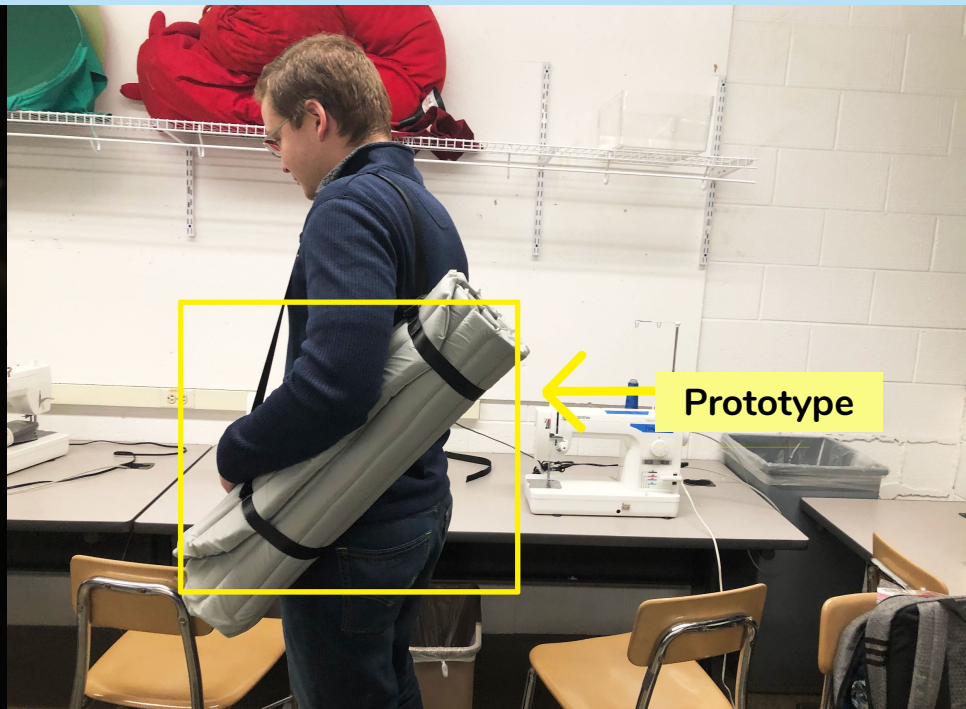


Price



Comfort





How does it work?



Engineered for Functional Success

- **Nylon webbing** able to restrain a ~20 lb dog during a 30g car crash.
- **High strength stitching pattern** coupled with **high tensile strength thread**.
- **Waterproof ripstop fabric** for durability and washability.
- Deemed comfortable during functional testing on 10 lb and 15 lb dogs.
- Can easily be carried, installed, and uninstalled by a single person.



MARKETING

U.S. Market Size Data

~50% of U.S. households

or

63.4 Million U.S. families



\$72.56 Billion

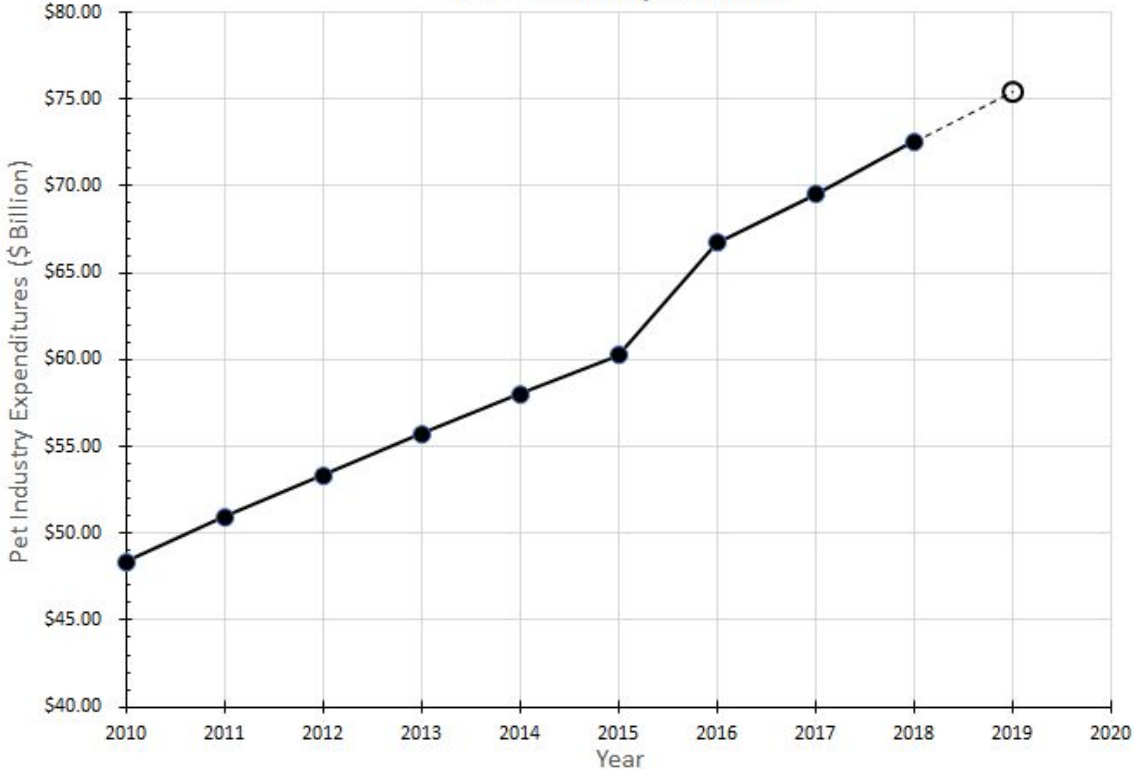
own a dog, according to the
2019-2020 National Pet Owners Survey

the total U.S. Pet Industry Expenditures
in 2018

U.S. Market Size Growth

Nearly \$30 Billion in Growth from 2010 to 2019*
*projected

Pet Industry Market



International Market Size Data

The **U.S.** ranks **4th globally** for dog ownership at 50%. **Argentina** (66%), **Mexico** (64%), and **Brazil** (58%) have the highest rates of dog ownership among 22 countries surveyed.

The countries included are Argentina, Australia, Belgium, Brazil, Canada, China, Czech Republic, France, Germany, Hong Kong, Italy, Japan, Mexico, the Netherlands, Poland, Russia, South Korea, Spain, Sweden, Turkey, UK and USA.

- Survey from GfK SE, Germany's largest market research institute

International Market Size Data

Overall, **33% of people** in those 22 countries surveyed,
or nearly **983 Million people**, own a dog.



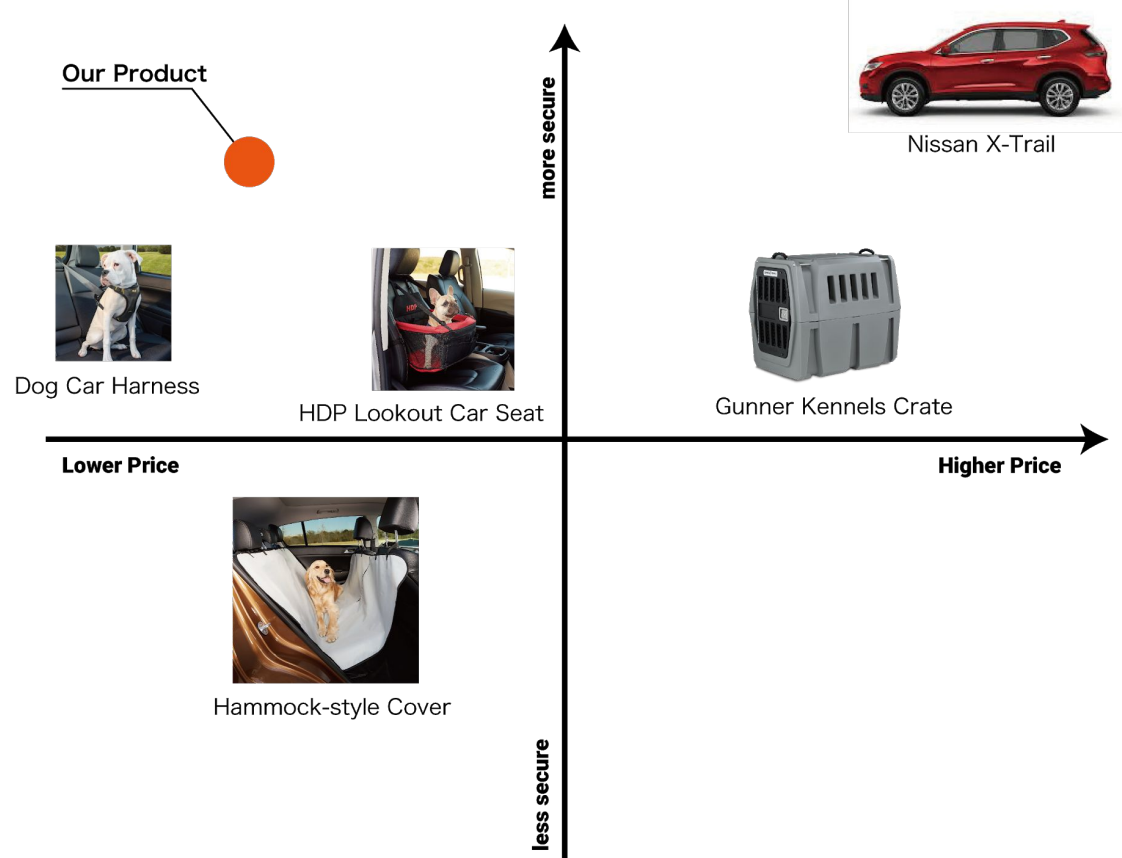
OUR MARKET IS HUGE

Market Positioning

The Most Secure and
Affordable Product

Differentiation Business Strategy:

Add value by focusing
on user experience



Target Customers — Everyone from Amy to Jack

**Personal Profile:**

Amy, 67 y/o, female, married with kids and grandkids
Retired accountant after 40 yrs. of work
Got her first dog after retirement to keep her company
Takes her dog wherever she goes, especially on scenic drives

Role:

Retiree who enjoys relaxing and playing with her grandkids

Context:

Lives comfortably off of a fixed income retirement plan

**Personal Profile:**

Jack, 18 y/o, male, single
Recent high school graduate
Loves all pets, but especially dogs
Works as a dog-sitter in his local community
Drives to pick up dogs from their owners and take them to the park

Role:

Summer worker trying to make money before going to college

Context:

Comes from a lower middle-class family
Has 3 younger siblings

Target Customers



MILLENNIALS

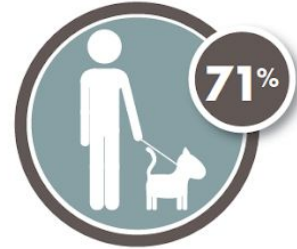


OTHER AGE GROUPS

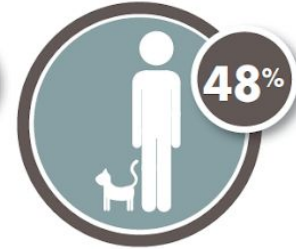


BABY BOOMER

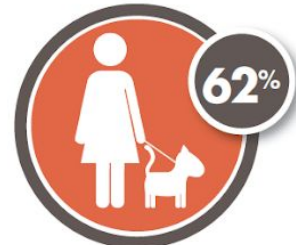
MILLENNIAL PET OWNERSHIP BY GENDER



MEN WHO OWN DOGS



MEN WHO OWN CATS



WOMEN WHO OWN DOGS



WOMEN WHO OWN CATS

Source: Mintel, America's Pet Owners Market Report, 2017



PRODUCTION
&
SALES

Manufacturing Facility Location

VIETNAM

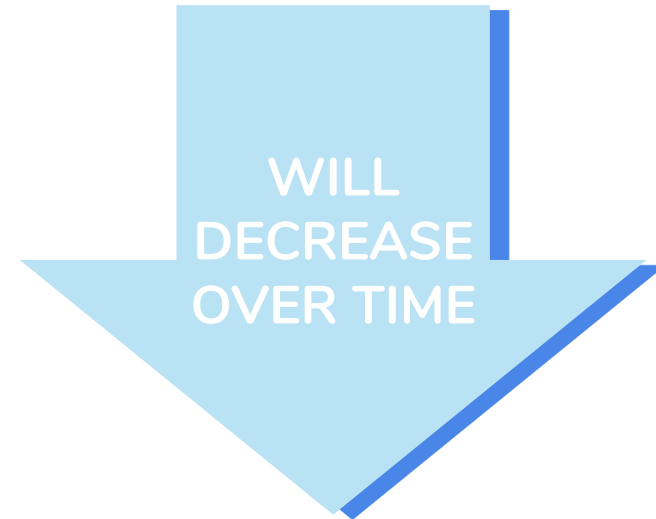


- *Low cost expert craftsmen in textiles manufacturing*
- *Good trade relations with many countries*
- *Our team has personal contacts in the Vietnamese IMEX Business*

Bill of Materials and Variable Costs

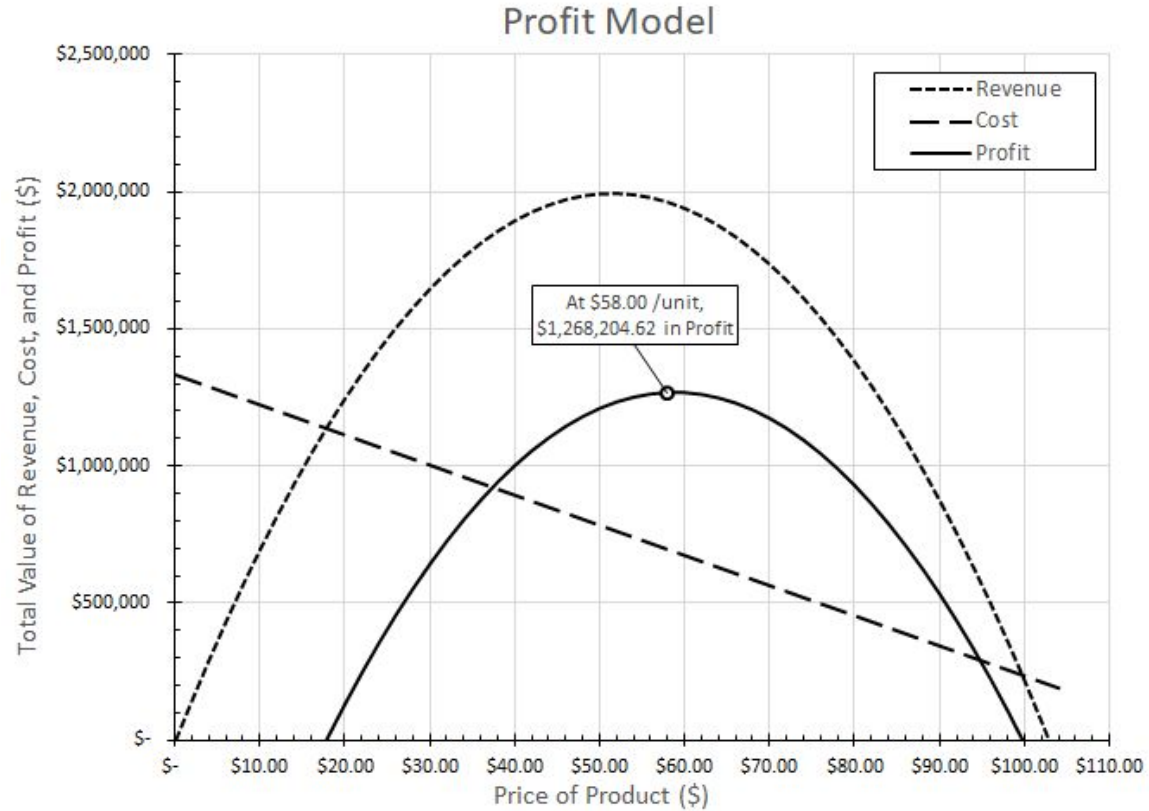
Item Number	Description	Material Price (\$/each product)
1	Material: Fabric, Fiberfill, Webbing, Buckles, Metal Locks	5.82
2	Package	0.1
3	Assembly	2.53
4	Operation	1.28
5	Freight	1.13
6	Tariff	3.76
Cost of Production / unit:		\$14.62

**Total Variable Cost:
\$14.62**



DOGGO Profit Optimization

Profit is maximized at a price of \$58.00 / unit





\$58.00



1.72 lb



\$14.62



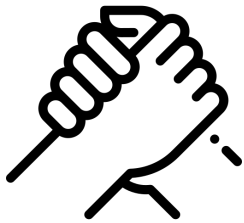
\$43.48

Production Planning Volume

		2020	2021	2022	2023	2024
Scenario 1	Annual Volume	30,000	40,000	50,000	60,000	75,000
	Annual Sale	\$1,740,000	\$2,320,000	\$2,900,000	\$3,480,000	\$4,350,000
	Net Profit	\$1,301,390	\$1,735,187	\$2,168,984	\$2,602,781	\$3,253,476
Scenario 2	Annual Volume	50,000	60,000	70,000	85,000	100,000
	Annual Sale	\$2,900,000	\$3,480,000	\$4,060,000	\$4,930,000	\$5,800,000
	Net Profit	\$2,168,984	\$2,602,781	\$3,036,578	\$3,687,273	\$4,337,968
Scenario 3	Annual Volume	50,000	65,000	80,000	105,000	12,000
	Annual Sale	\$2,900,000	\$3,770,000	\$4,640,000	\$6,090,000	\$696,000
	Net Profit	\$2,168,984	\$2,819,679	\$3,470,374	\$4,554,866	\$520,556

Note: Current official forecast remains conservative, highlighted here in BLUE.

Sale Strategy



- Get 1% of domestic customers in 5 years
- Global marketing after 2 years.

- Sell both online and offline
- Partnership with pet stores and humane societies
- Free trial, free return to attract customers

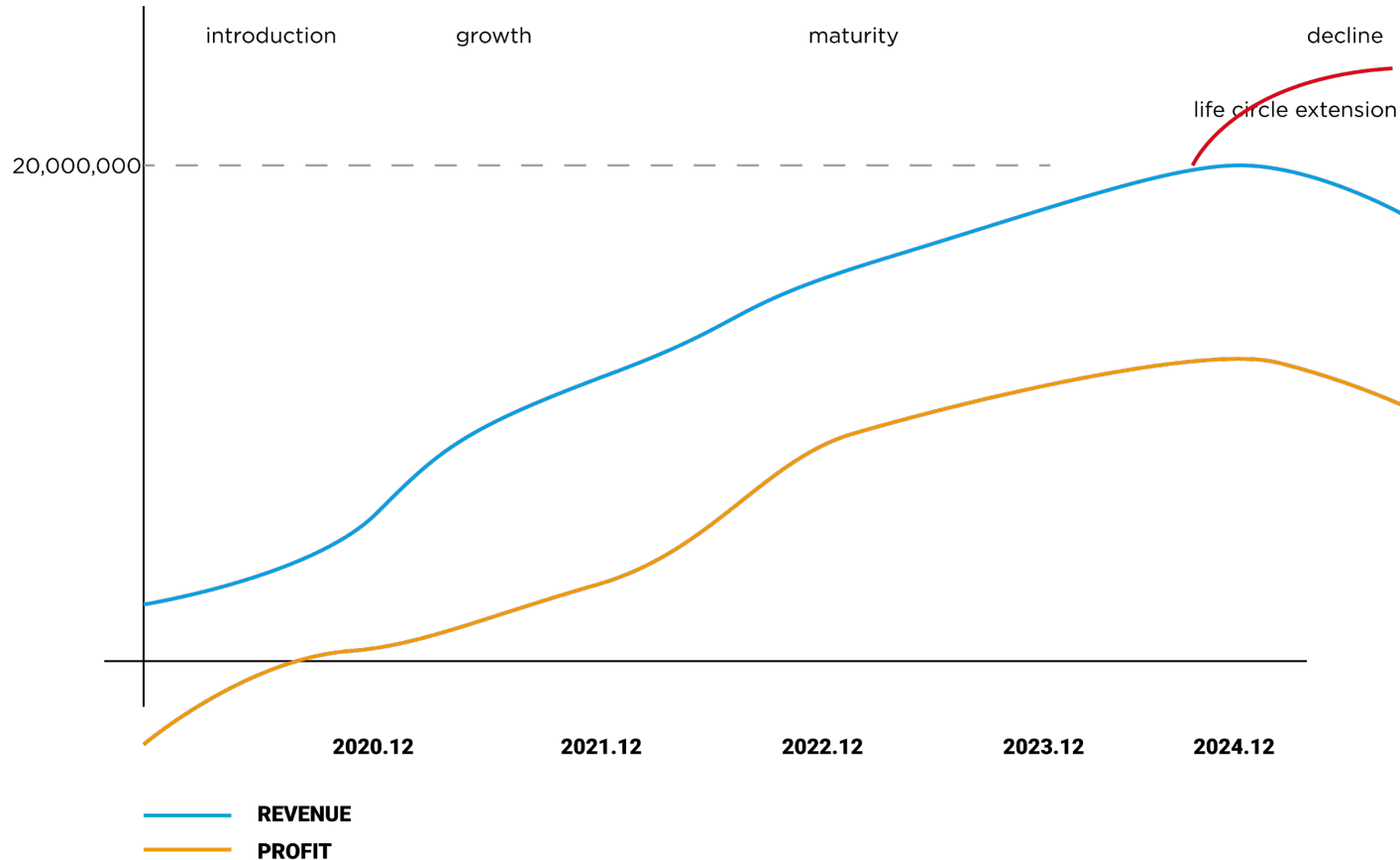
Product Life Cycle

Investment

1,500,000

Break Even:

4th Quarter
of Year 1







Reference:

- **Pet Product Manufacture Business Plan**
https://www.bplans.com/pet_products_manufacturer_business_plan/executive_summary_fc.php
- **Pet statistics** <https://www.iii.org/fact-statistic/facts-statistics-pet-statistics>

Backup Data

Detailed Cost Breakdown

Part Number	Description	Quantity (each product)	Unit	Weight (lb)	Material	Manufacture Type	Material Price (\$/unit)	Minimum Order Quantity	PPAP Lead Time (work day)
DGO001	Harness Belt	1.6	yard	0.24	Webbing	Machine Woven	0.4	500 yards	30
DGO002	1" Wide Buckle	3	set	0.2	Polymers	Plastic Injection	0.2	1000 sets	25
DGO003	3/4" Wide Buckle	2	set	0.2	Polymers	Plastic Injection	0.26	1000 sets	25
DGO004	Fiberfill	1	yard	0.17	Premium Sheet Polyester	Machine Textile	2.98	500 yards	35
DGO005	Sewing twine	0.5	lb	0.03	Polypropylene Tying Twine	Machine Textile	0.76	300 lb	30
DGO006	Fiberic	2	yard	0.07	Silpolyster	Machine Textile	0.34	1000 yards	30
DGO007	8" Long Zip	1	set	0.09	Alloy, Polyster, PVC	Mix Manufacturing	0.14	500 sets	25
DGO008	Back Pocket Fabric	0.3	yard	0.04	Polyster	Machine Textile	0.12	1000 yards	25
DGO009	Lobster Lock	2	set	0.24	Alloy	Casting	0.3	1000 sets	30
DGO010	Lock Ring	2	each	0.24	Alloy	Casting	0.32	1000 sets	30
DGO011	Package	0.5	yard	0.2	Package Cardboard	Pulp making	0.1	500 yards	20
DGO012	Assembly	1	each	N/A			2.53	N/A	N/A
DGO013	Operation	1	each	N/A			1.28	N/A	N/A
DGO014	Freight & Tariff						3.54		
DDP(USD)							14.62		

NPV (5 years)

		DOGGO
Useful Life	[years]	5
Investment Cost	[\$]	-\$1,500,000
Annual Operating Cost	[\$]	-\$831,000
Annual Income	[\$]	\$2,900,000
Salvage Value	[\$]	\$0
Interest Rate		0.06
Total Time	[years]	5.00
Life Time Periods		1
Investment Cost #1	[\$]	(\$1,500,000)
Investment Cost #2	[\$]	\$0
Investment Cost #3	[\$]	\$0
Investment Cost #4	[\$]	\$0
Investment Cost Total	[\$]	(\$1,500,000)
Operating Cost	[\$]	(\$3,500,474)
Annual Income	[\$]	\$12,215,855
Salvage Value Period 1	[\$]	\$0
Salvage Value Period 2	[\$]	\$0
Salvage Value Period 3	[\$]	\$0
Salvage Value Period 4	[\$]	\$0
Total Salvage Value	[\$]	\$0
NPV	[\$]	\$7,215,381

Annual Cost

		DOGGO
Useful Life	[years]	5
Investment Cost	[\$]	-\$1,500,000
Annual Operating Cost	[\$]	-\$831,000
Annual Income	[\$]	\$2,900,000
Salvage Value	[\$]	\$0
Interest Rate		0.06
Total Time	[years]	5.00
Life Time Periods		1
Investment Cost	[\$]	(\$356,095)
Annual Operating Cost	[\$]	(\$831,000)
Annual Income	[\$]	\$2,900,000
Salvage	[\$]	\$0
Total NPV	[\$]	\$1,712,905

Break Even Analysis

		DOGGO
Useful Life	[years]	5
Investment Cost	[\$]	-\$1,500,000
Annual Operating Cost	[\$]	-\$831,000
Annual Income	[\$]	\$2,900,000
Salvage Value	[\$]	\$0
Interest Rate		0.06
Total Time	[years]	0.76
Life Time Periods		0.15
Investment Cost #1		(\$1,500,000)
Investment Cost #2		\$0
Investment Cost #3		\$0
Investment Cost #4		\$0
Investment Cost Total		(\$1,500,000)
Operating Cost		-602,465
Annual Income		2,102,465
Salvage Value Period 1		0
Salvage Value Period 2		0
Salvage Value Period 3		0
Salvage Value Period 4		0
Total Salvage Value		0
NPV		0