

DogDog

UMÓW PSA NA SPACER

WALKING TINDER FOR DOGS



PROBLEM

DOG OWNERS HAVE A PROBLEM WITH SOCIALIZING THEIR DOGS



**Lack of appropriate contact between dogs
and other dogs may:**

- result in their frustration
- affect their well-being
- influent their behavior and level of aggression

SOURCE:

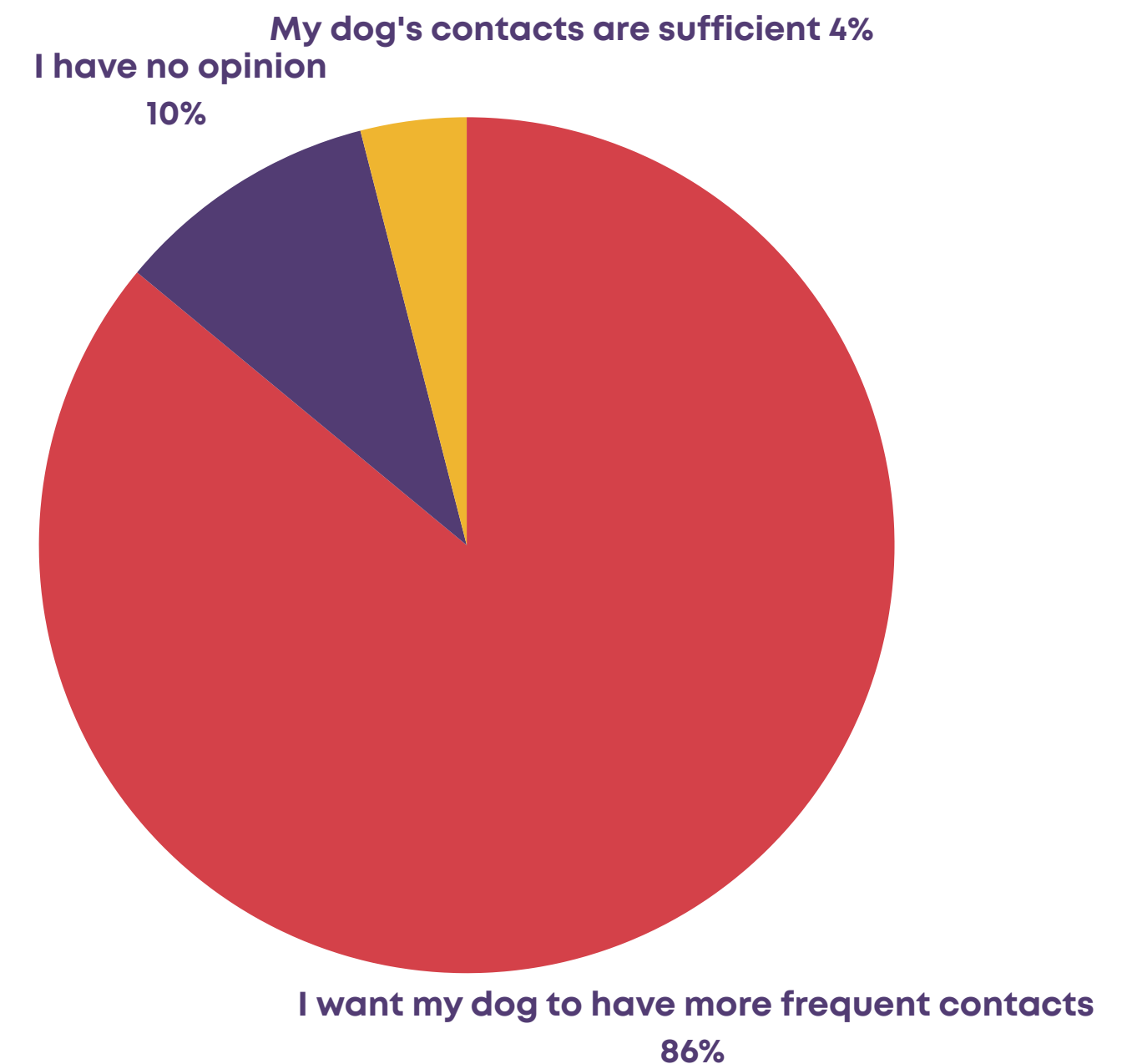
Karpiński M., Mazurkiewicz T., Czyżowski P., Goleman M. (2012). Play as a basic welfare factor shaping proper psychosomatic and social behaviors of dogs. Med. Weter., 68 Kuhnke-Bernecka M. (2015). Satisfaction of needs - a condition of dog welfare. VET Staff,; Research within the Dog Aging Project, Faculty of Medicine, University of Washington and Texas A&M University

86%

of surveyed owners want their dogs to have more contact with other dogs, indicating a high demand for solutions that facilitate such interactions.

Frequent contact with other dogs gives dogs:

- lower stress levels
- less emotional problems
- greater sustainability



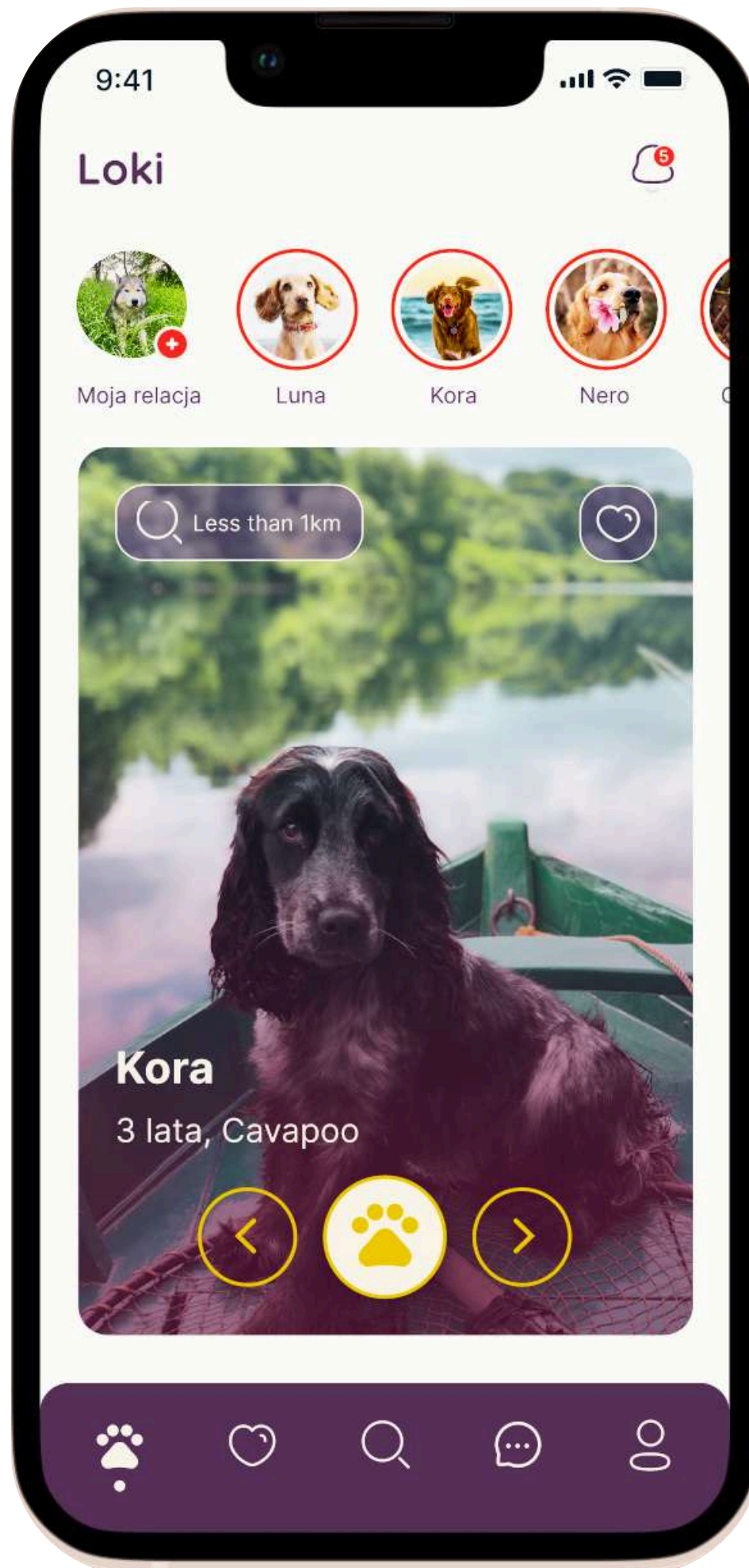
**Source: own study, conducted together with UMCS.
Sample N=459**

SOLUTION

DogDog mobile app:

- will allow you to quickly and easily arrange a dog walk
- its algorithms (and with the development of the application - AI) will analyze the age, size, character, preferences, etc. of other dogs
- will suggest ideal dog companions for your dog
- guarantees less stress, greater satisfaction for the owner and the dog

In later stages it is possible to add additional functionalities.





**SIMPLE, INTUITIVE AND EASILY
ACCESSIBLE TOOL**

**EASY, FAST AND SAFE MATCHING
OF DOGS AND THE POSSIBILITY OF
EXPANDING THE OWNERS' SOCIAL
CIRCLE**

**INCREASED OWNER AND ANIMALS
SATISFACTION**

COMPETITION



Arranging a dog for a walk with an appropriately selected canine companion appears in applications such as Prawmates (Canada), Dog Dater (Sweden) or Dogorama (Germany).

DogDog, however, is the first and only one on the Polish market, which gives it a definite advantage.

In addition, a community is already building around our application and is waiting for it.

BUSINESS MODEL - FREEMIUM



FREE:

Matching dogs and their owners to the needs of the user and their dog

Proposed walking route for those who are dating and social features

Increased level of security for appointments

Monthly subscription

PREMIUM:

Additionally, users can enjoy the application without advertisements.

They receive discount offers

They get additional features

ADVERTISERS MARKET

1

Products and services for dogs:

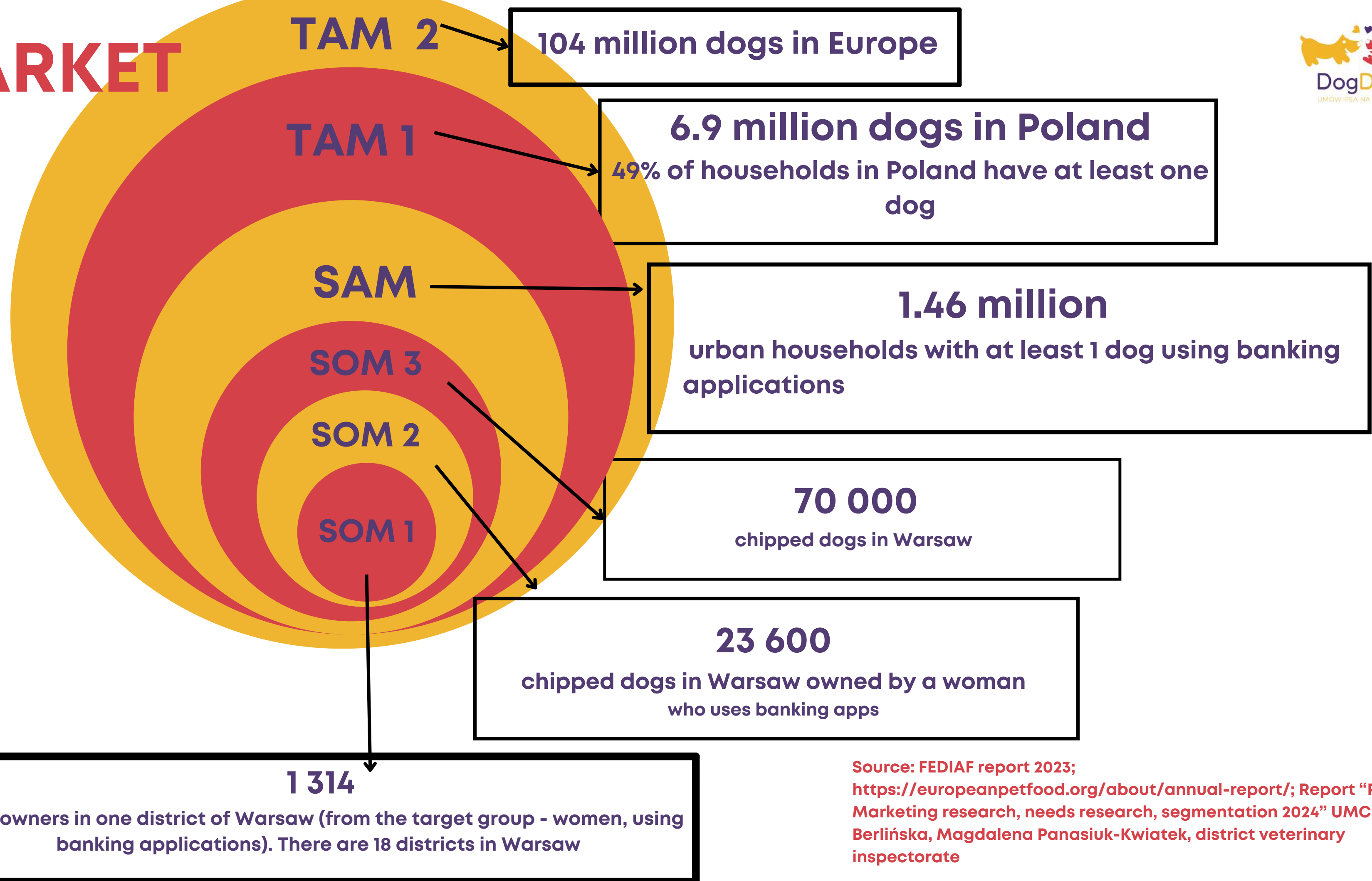
- pet shops (approx. PLN 5 billion - value of retail sales of pet products in 2023 in Poland)
- producers of dog's food, toys, snacks (PLN 8 billion - sales of food in 2023 in Poland)
- Animal pharmaceuticals (\$80 million - net sales of animal health products in 2021)
- dog insurance (the market is still growing)
- dog hotels
- dog groomers

2

Dog's friendly places:

- local shops
- local services
- local gastronomy

MARKET



Source: FEDIAF report 2023;
<https://europeanpetfood.org/about/annual-report/>; Report “Psinder Marketing research, needs research, segmentation 2024” UMCS Ewelina Berlińska, Magdalena Panasiuk-Kwiatek, district veterinary inspectorate

82%

Respondents want a mobile application that would allow them to arrange a walk for their dog with another dog

Source: own study, conducted together with UMCS. Sample N=459



WHO IS BEHIND DOGDOG?



Anna Glowacka

CEO. She has 20 years of experience in project management and running her own company



Igor Zalewski

Media relations specialist. He has 25 years of experience in journalism and 8 years in managing his own foundation and fundraising



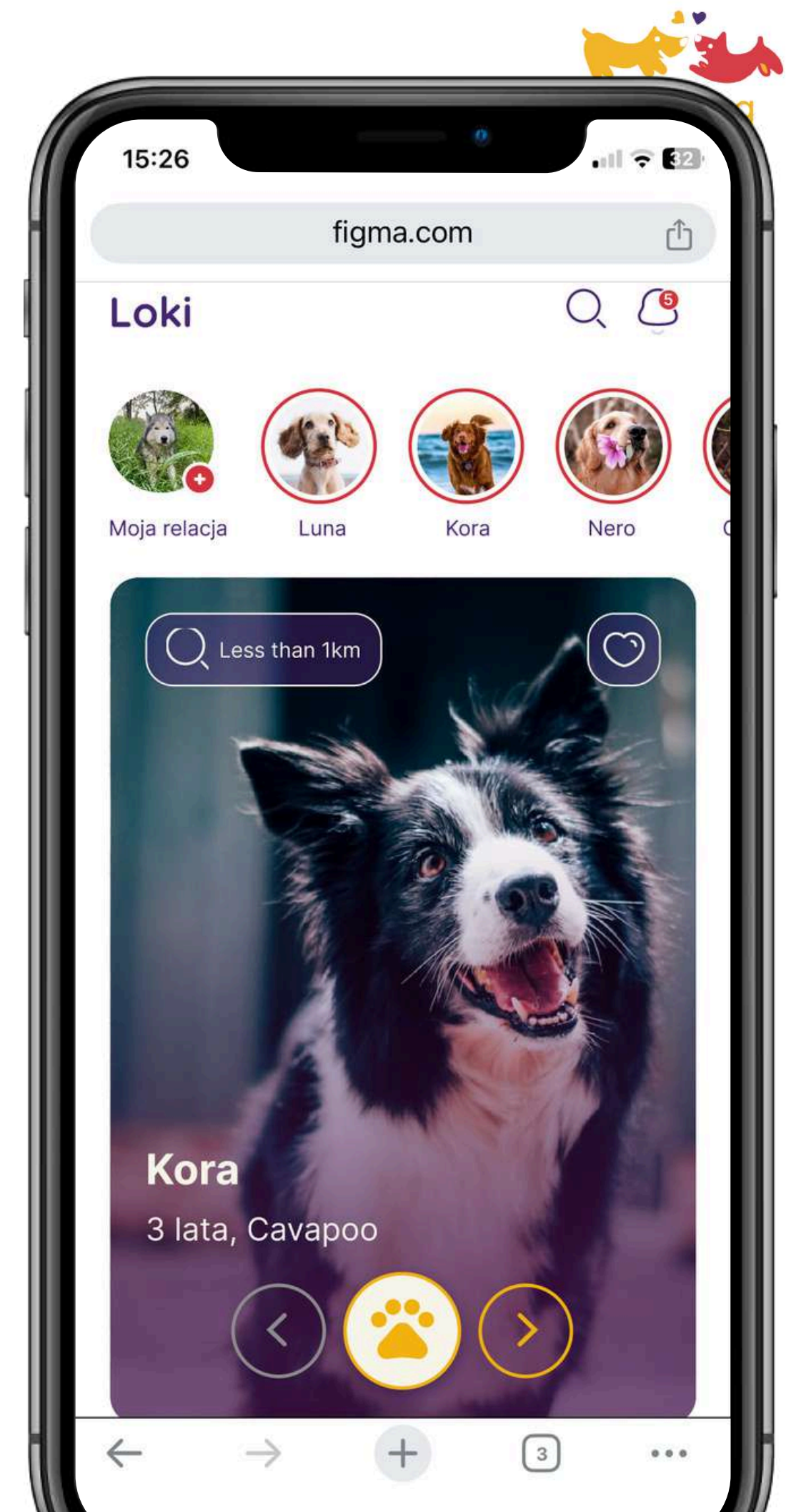
Mateusz Mirkowski

CTO. He has 12 years of experience as a mobile application developer



WHAT DO WE HAVE?

- Clickable App Prototype (FIGMA)
- Letter of Intent regarding partnership and advertising cooperation with the online pet shop Tukan 24
- We are in the process of talks with the Warsaw City Hall on the possibility of information and advertising cooperation on the project.



DEVELOPMENT PLAN:



NEEDS

- We need 250k PLN to build a basic version of the application and introduce it to the market. In return, we offer a 10% share in the company.
- We have started the path of applying for funding in the amount of PLN 600,000 from PARP. In the case of receiving funding, PLN 250,000 will be the own contribution.

EXPENSES

- **Technology development and operations:**

Salaries for the programming team, server maintenance fees, software licenses and costs associated with introducing the application to the AppStore and Google Play platforms.

- **Management and customer service:**

Costs associated with customer service and user relationship management, as well as the analytics necessary at this stage.

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