
DECEMBER 12TH, 2020



ERIKA SIMPSON

CO-OWNER FOR
THE DOGGO LINK

ALIJA GREEN

STRATEGIC MARKETER FOR
THE DOGGO LINK

**BUSINESS
PROPOSAL**

WHO WE ARE

We are animal lovers-but chances are you already knew that as almost 57% of the world is made up of pet owners! They are our best friends and confidants, but most importantly they are our family.

We want to treat them that way too, taking them to the vet to get check ups and paying high fees for physicals and lab results-all without solving the larger issue-our pets daily health. Just like us, pets develop habits and lifestyles too, but sometimes its hard to keep up with it all with our own daily responsibilities.

That is why we developed The Doggo Link, a way to link us to the data that could help us build better, healthier habits for our pets and ourselves too! The Doggo Link goes beyond current electronic health collars though-we spent years developing and testing software that makes gathering your pets data easier than most other collars out there, as research shows the majority of pet owners have never used an electronic collar of any kind. We also hired certified canine behaviorists-although we like to call them dog whisperers- to not only provide information for pet owners to learn more about their four legged family, but also so our clients would have professional guidance to help them increase thier pets quality of life one day at a time.

WHAT WE DO

03

WE ARE A COMPANY THAT TREATS OUR CLIENTS
FOUR- LEGGED FRIENDS AS IF THEY WERE OUR OWN

Personal Dog Behaviorsit

The Doggo Link is more than just numbers and so is your pet. When you purchase a Doggo Link you are assigned a personal canine behaviorist who is on call for you to help with training or help diagnose worrisome habits/behavior your dog may do when they are upset.

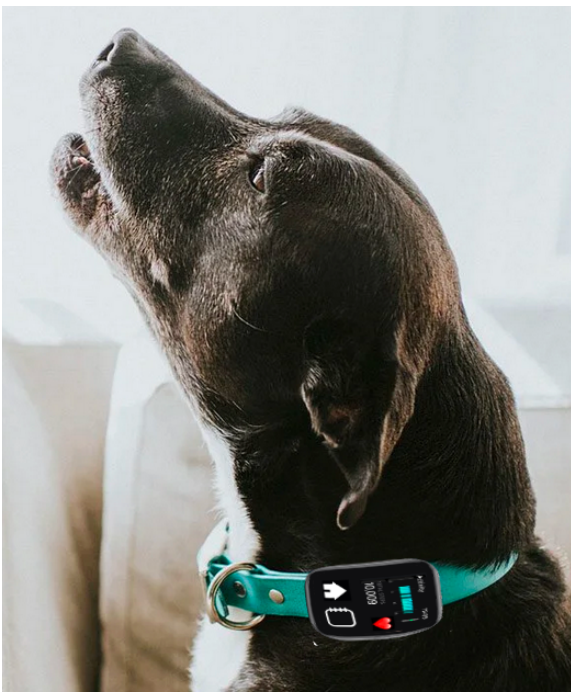
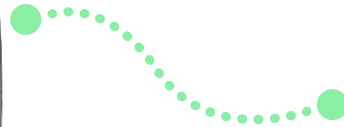
Technical Assistance

Our technology is streamlined for easy and efficient use-but if something does go wrong, we are there for you. Our technical team also watches over software updates and bug fixes, all of which are done remotely so you don't have to.

Product Interactivity

The Doggo Link not only combines all the best features of other electronic health collars for dogs, it also outshines others on the market. Our app is fully customized for user preference and the collar also matches and syncs with the app, meaning users can interact with it as easily on the collars interface as they can on the app itself.

OUR PRODUCT



SMALL+LARGE BREEDS

OPERATIONS

Operating Regulations:

- The Humane Society Anti-Cruelty & Electronic Collar Manufacturer's Association Charter (ECMA) standards
- APPA federal Trade Commission for Pet Product regulatory Requirements for marketing and claims comparisons.
- Federal Trade Commissions fabric labeling requirements

Location:

Our property is on 5- acres of fenced semi-rural land on the outskirts of Linden. We have a warehousing facility for indoor training and staff offices. We also distribute to seven local animal shelters and three pet stores. Our physical location is open M-S 8:00am-7pm and Sun. from 8am-3pm. Technical services are available by phone or online chat support 24/7

Daily Operating Positions:

President: Oversee day to day functions and growth of company including strategic marketing efforts and reporting financials to investors.

Technical/ Software Engineer Manage product creation, testing, and technical associates.

Accountant: Records financials and projected net earnings, outlines possible sources of investments.

Strategic Marketer: Creates campaigns to grow awareness of brand as well as does comparison and market research analysis for strategic targeting.

Distribution Manager: Manages shipment and wholesale of units, oversee packing, presentation and inventory.

Technical Associates: Provide phone and online support to customers and assist with field testing of each unit under supervision of software engineers.

COMPARISON ANALYSIS

	FitBark	PetPace	Waggit	DoggoLink
Behavior Monitor	✗	✗	✗	✓
GPS Tracking	✓	✗	✓	✓
Tech Support	✗	✓	✗	✓
Heart Health	✓	✗	✓	✓
Activity	✓	✓	✓	✓
	\$93	\$160	\$250	\$130

*Comparisons are across basic subscription offer and do not include added amenities or upgrades and prices do not include taxes or shipping fees

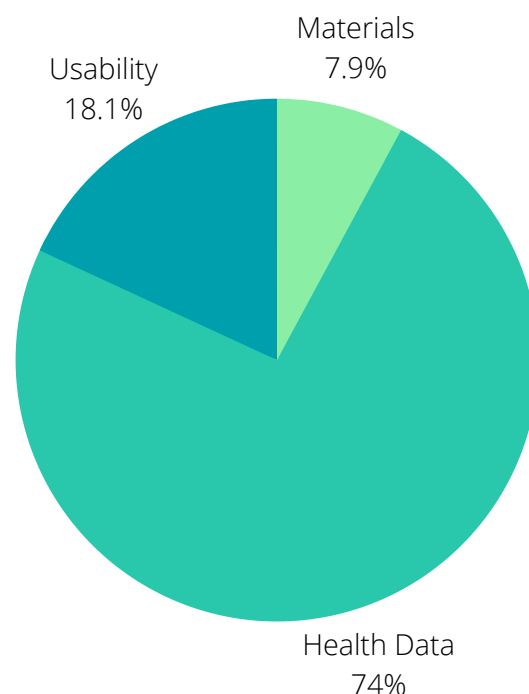
PRODUCT QUALITY & SPECIFICATIONS

Equipment:

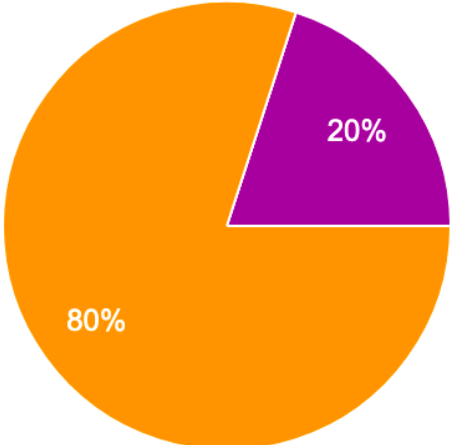
Our software engineers oversee the entire product creation from hard-wiring and durability testing to field trials and calibration. All equipment goes through a 3-stage testing.

- Material Quality Control: durability, electronic insulation tests, and battery life evaluations. Units are run a total of 8 hours for a total of 72 hours to determine all functions meet expectation. Our molds and product lines are inspected to ensure material shape integrity.
- Remote Access Features: Calibration of features like the heart monitor and pedometer as well as basic sensory functions of the units
- 2-month Trial Survey: Clients are given a trial period of 2-months where they can report any faults with the product and either get the unit fixed for free or returned at no cost. Survey analysis is collected and integrated on the next inventory cycle.

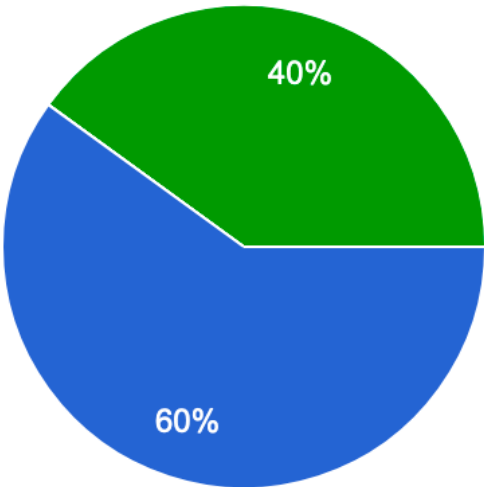
Where others fall short we succeed:



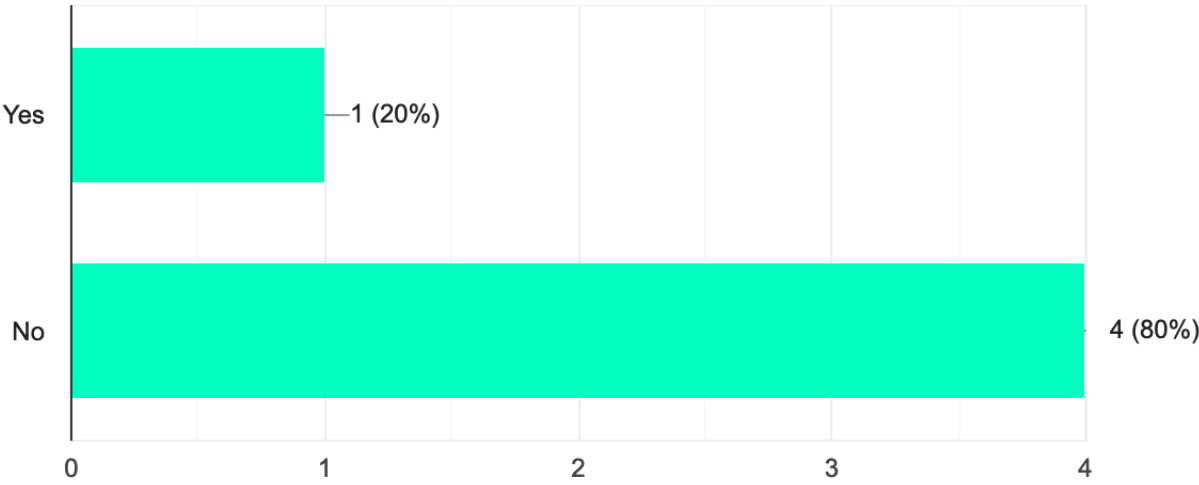
MARKET ANALYSIS



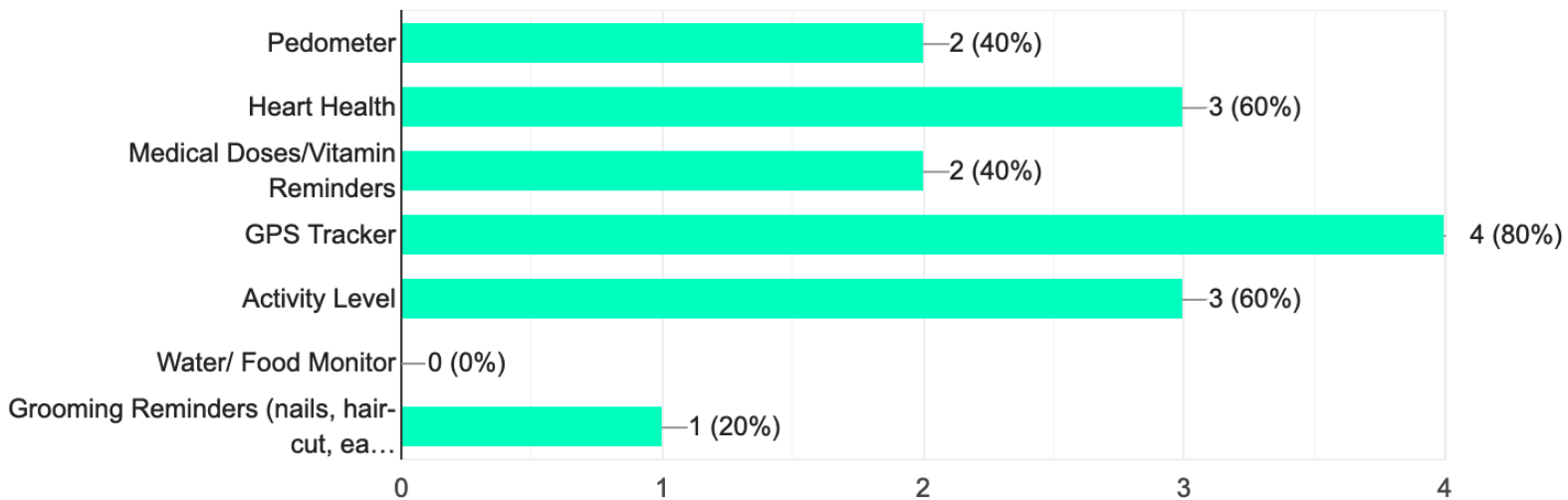
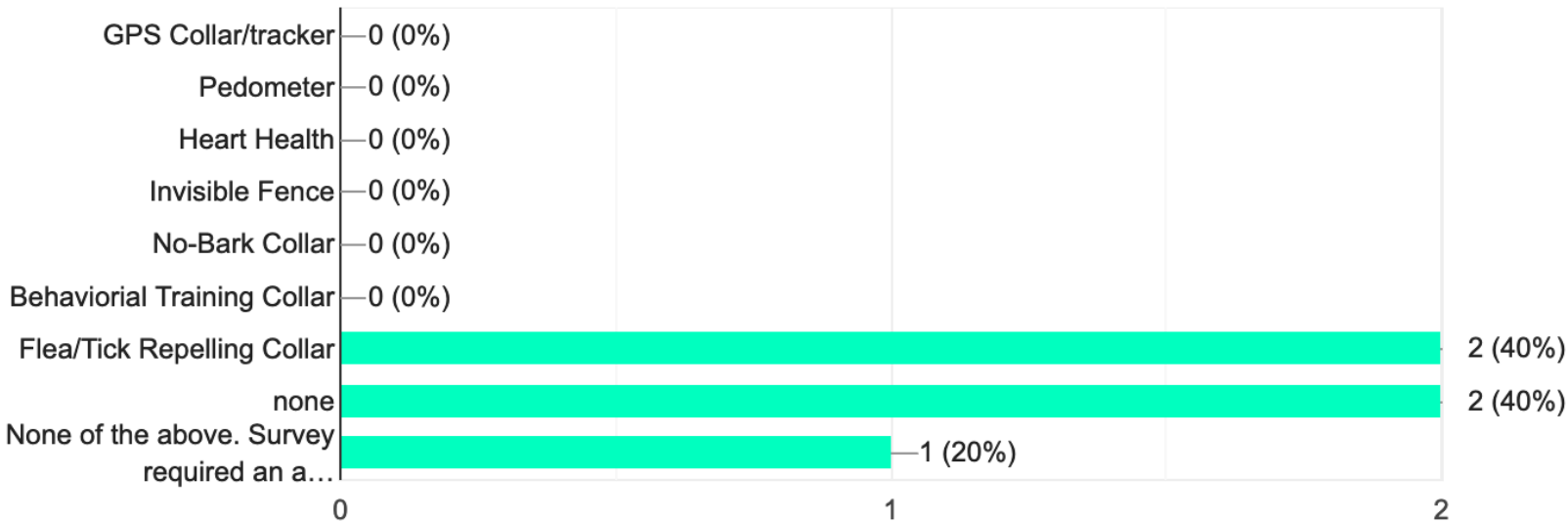
- Once a week
- Once a month
- Every 6 months
- Once a year
- Once per year or as needed



- \$100-\$300
- \$400-\$700
- \$800-\$1,000
- 50.00



MARKET ANALYSIS CONT.



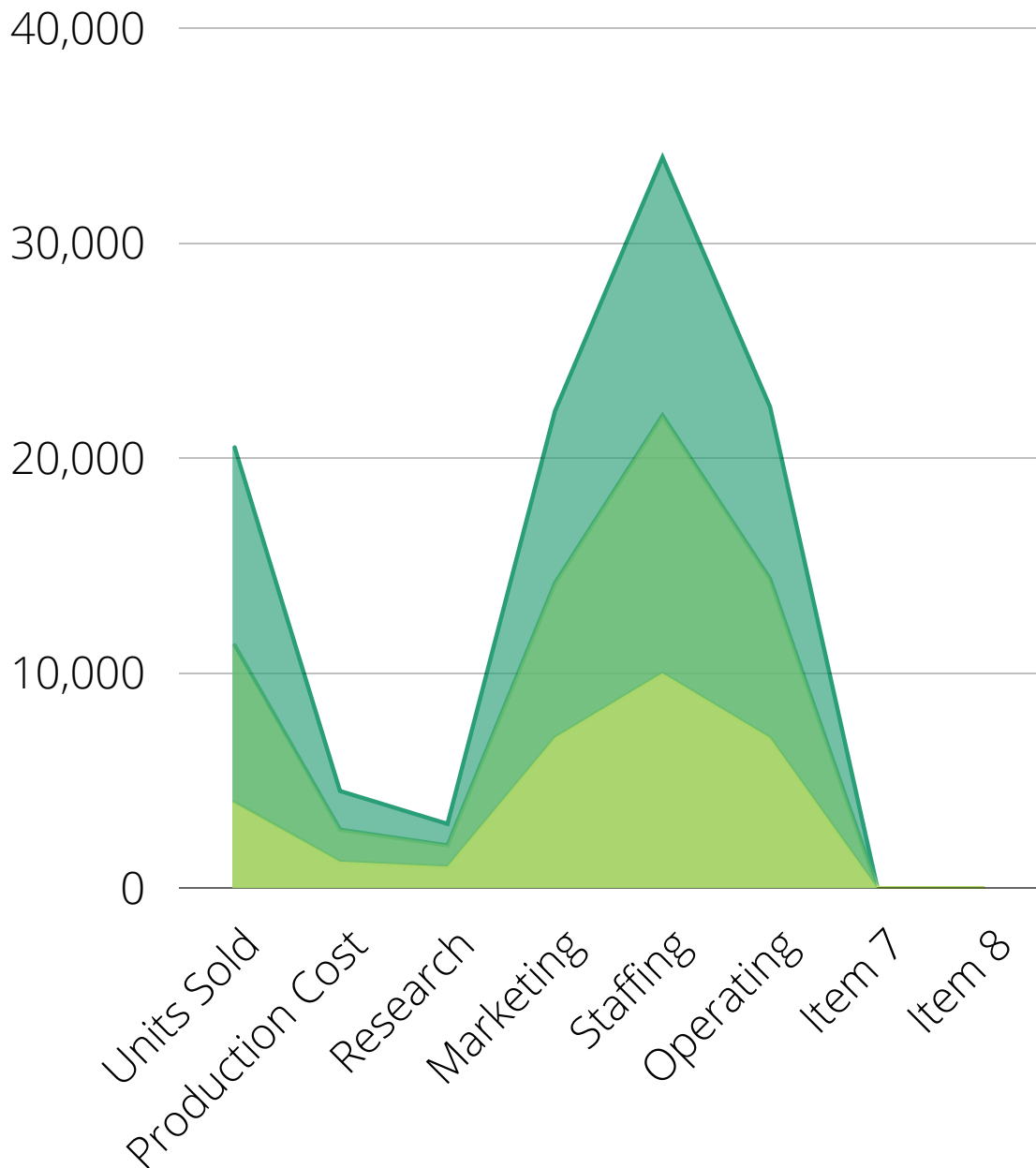
RISK ASSESSMENT

Our canine behaviorists are trained to report any possibly dangerous situations an animal may be outside the scope of basic health statistics read by the device. All clients sign terms & agreements that specifically outlines that The Doggo Collar is **NOT** a replacement for veterinary diagnosis and can not track serious illnesses that may cause harm to their pet.

Clients are also made aware that all health data recorded by the Doggo Link is stored on private servers if needed for legal actions by qualified parties such as law enforcement or animal control. Clients can not request this data and it is encrypted by a third party who is legally insured to keep in private. The Doggo Link Inc. does not have access to these records.

Clients who refuse to sign the contract are not able to purchase The Doggo Link product. Re-occurring penalties against the contract are grounds for disbanding the clients contract and could extend to further action on significance of offense.

FINACIALS



Yearly Revenue

\$113,000

Yearly Expenses

\$93,000

Cash Flow

+\$9,416/mos.

-\$8,245/mos.

THE IMPACT

By purchasing a collar, you can help your own pet and also help one get adopted, saved from cruelty, or fed.

10% of membership subscription goes to local animal shelters, animal hospitals, animal cruelty prevention centers in the local area.

Become a part of the movement as one of our special "Doggo Mentors" on social media or check out our website for job positions, volunteer opportunity, or outreach events.

Thanks to our customers, we were able to raise \$5,231 in 2019 and helped over a hundred dogs and cats get adopted and fed.

Since then, our following has grown with over 10,000 followers across social media platforms and

Find out more at www.TheDoggoLink.com