

Executive Summary

Opportunity

Problem

As we enter the third year of the pandemic, our local parks, greenways, and shorelines have seen a noticeable uptick in dogs and their owners. While it's heartening to see more people and pets enjoying the outdoors, many are complaining about an experience that leaves them and their dogs feeling unsafe. We at **East Bay Dog Service**, a professional dog-walking business—along with our diverse clients, who are local residents—have noticed the following problems in our community:

- Increase in fights among unfamiliar dogs
- Inconsiderate dog owners
- Increase in off-leash dogs who don't respond to recall commands
- Decrease in sense of safety
- Fleas and ticks from tall weeds, grass, and other vegetation
- More trips to the vet from poisonous wild mushrooms, foxtails, and poison oak
- Encounters with rattlesnakes, coyotes, and other wildlife in wilderness areas
- Burned paws on hot cement during summer heatwaves

Our clients have encountered these problems directly, and they're looking to us for solutions. They want a reliable, risk-free, and safe experience for their dog and want to avoid these risks. We believe East Bay Dog Service can deliver exactly what they need.

Solution

East Bay Dog Service is committed to opening its first **East Bay Dog Service Play Yard**, a safe, meticulously maintained, open-air play area for our furry clients to enjoy. This enclosed space would give our human clients the peace of mind they're looking for. Our Play Yard would ensure that our dogs only come in contact with other vetted dogs in our pack, away from protected habitats and wild animals. This space would only be used by the professionals that work with and for East Bay Dog Service.

Due to all of the risks stated above, we currently offer only leashed walks. Because safety is our number-one priority, we never take our furry clients to dog parks or open spaces; we keep our walks on neighborhood sidewalks. Yet, we turn away many potential clients who specifically request off-leash experiences.

To meet this need while upholding our high safety standard, the solution is simple: the East Bay Dog Service Play Yard.

Having a first-of-its-kind space dedicated to our dog-walking business would bring a unique opportunity to Albany's residents and surrounding communities.

Market

The primary demographic for East Bay Dog Service Play Yard is working professionals who see their dog as an extension of their family. They want their dog to lead a healthy life filled with stimulation and exercise, yet as full-time workers they cannot manage to walk or run their dogs as often as they would like.

Just about all of our clients use our dog-walking services much like doggy daycare (I can't count the number of times I've heard "Have a great walk at school!" and "He's been waiting at the window for 15 minutes! How do they know you're coming?" when I go to a client's home for pup pickup). We also accommodate folks who are less able bodied and need short- or long-term help getting their dog sufficient exercise and socialization.

Many residents in Albany and surrounding cities are high-income earners. People in this bracket have more liquidity and greater willingness to pay for services that keep their pet safe while in the care of others.

Competition

A licensed, safe, and clean outdoor enclosure is something no other dog-walking company is providing. East Bay Dog Service Play Yard combines the secure homelike qualities of doggy daycare with the fun of an off-leash experience. This comes without the interference of unknown dogs, persons, sensitive wildlife, or toxic plants.

Doggy daycares provide supervision at an indoor facility. A client typically drops off a dog in the morning and returns in the late afternoon. Facilities have an outdoor potty zone with little to no space for rigorous exercise. Some daycares will transport dogs to parks and trails for exercise.

Professional dog walkers meet clients at their home and either walk the dog near the home or drive to a public park or hiking trail. Some dog walkers walk one dog at a time or a pack. This service is a daily flat rate or by the hour. This experience allows for a dog to exert the maximum amount of energy, however, fun play can be interrupted by unwanted attention from unfamiliar dogs, people, or wildlife.

East Bay Dog Service Play Yard will corner the market in a novel way: we can provide our clients with a safe, spacious, enclosed play space populated by dogs that are already known to them. Because our play yard can be accessed only by an EBDS staff member, our clients can rest assured that their dog is playing only with other vetted dogs. We take pride in matching dogs by temperament and personality to facilitate safe, healthy play. Albany can be the first East Bay city to offer this safe, fun, and reliable service to pet owners!

Expectations

Forecast

East Bay Dog Service currently serves 23 homes and 30 dogs, with 5 families on a waitlist. We answer inquiries for service at least 3 times per month. In 2019 our gross income was \$180,000. We had a large setback in 2020 due to the pandemic. We bounced back in 2021 and grossed \$95,773.

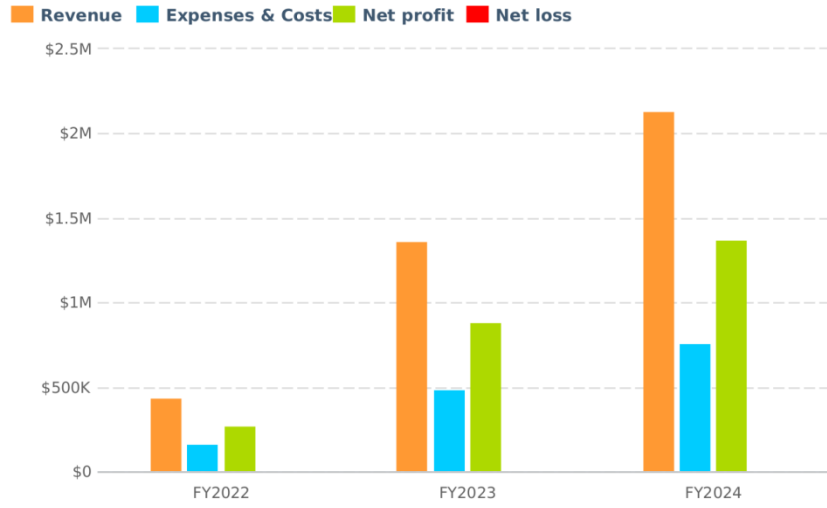
In 2022, we project our gross profit will be well over \$200,000 with the addition of East Bay Dog Service Play Yard. In addition to our standard dog-walking service, the play yard would allow us to expand our services and membership packages. We can take on more clients and better tailor a dog's experience to their needs.

On average, each home spends \$340 per month on services. With East Bay Dog Service Play Yard, we can accommodate more families by efficiently rotating packs through the facility throughout the day.

We currently offer one-on-one dog training on a very limited basis. However, with East Bay Dog Service Play Yard, we can add small-group trainings without distractions and without infringing upon crowded public parks. With our own Play Yard, we can add 5 to 10 new training clients each month; this would equate to an additional \$72,000 to \$144,000 of gross income each year on top of the additional dog walking income that the Play Yard will provide.

We are lucky to have a business that requires very low overhead, since we are mobile. Primary expenses are gas, car and business insurance, licensing, and supplies such as leashes, treats, and dog poop bags. Our largest expense are wages to our team, who we proudly pay above minimum wage. Anticipated expenses for East Bay Dog Service Play Yard will include monthly lease, fencing, maintenance, and marketing.

Financial Highlights by Year



Opportunity

Problem & Solution

Problem Worth Solving

Overcrowding at parks, greenways, and shorelines are a big complaint of local residents, especially dog owners. Compared to pre-pandemic times, dog owners are now faced with jam-packed dog parks, inconsiderate pet owners, and a higher number of untrained and aggressive dogs. The need for a safe exercise service for dogs is greater than ever.

Many dog owners in the East Bay treat their pup as a member of the family, and they want their fur baby to burn off energy while being safe. Yet doing so comes with risks. We at East Bay Dog Service, along with the clients we serve, have noticed the following problems:

1. **Increase in fights between unfamiliar dogs.** Not all dogs get along. At East Bay Dog Service, we do our best to mitigate fights. That's why all our dogs are vetted and assigned a pack based on their temperament. When a "stranger dog" approaches during our walks, the meeting can take a turn and a fight can ensue. This can happen during a pack walk or a private session, and can lead to stress or even injury to the dog, handler, or owner. East Bay Dog Service does not make use of public dog parks or public trails, but our colleagues and clients tell us that fighting among dogs is a number-one concern at these busy public spaces. *East Bay Dog Service Play Yard solves this problem by providing an off-leash experience only with vetted dogs.*
2. **Inconsiderate dog owners.** Not all dog owners get along, either. Unfortunately, there are dog owners who do not pick up after their pet, refuse to leash in required spaces, allow their dogs to lunge or bark at other dogs or people, don't welcome dog training, or insist the other dog is the problem. This irresponsible approach to dog ownership causes rifts in the community and makes dog-friendly places, frankly, less friendly or desirable to be in. *East Bay Dog Service Play Yard solves this problem by allowing only team member access to the space.*
3. **Increase in off-leash dogs who don't respond to recall commands.** When a dog ignores his owner's commands (or was never given the proper training to listen in the first place), all sorts of problems can result. A dog may cross a busy street and be hit by a car, run off in the wilderness and get lost, or scare (or at worse injure) a child or person. Although trail settings are nice when all dogs are at their best, any dog can easily get spooked and flee from recall commands. In addition, "prey drive" can cause a dog to chase another animal, leading them deep off the trail; they may become lost. *East Bay Dog Service Play Yard solves this problem by offering a securely enclosed space. We will also offer dog training classes and puppy socials.*
4. **Decrease in sense of safety.** Our clients tell us they don't always feel safe taking their dogs out to socialize. Dogs are social creatures who thrive in a pack, yet dog parks and hiking trails are populated by dogs who don't know their place in the pack and may be aggressive. In addition, even the best-behaved dogs can put up a fight when

challenged or in defense of their human or pack member. *East Bay Dog Service Play Yard solves this problem by allowing only dogs and handlers who are approved matches to play and train together.*

5. **More fleas and ticks from tall weeds, grass, and other vegetation.** While dogs are happy to frolic through the tall grass, they become magnets for fleas and ticks, who hitch a ride home. These nasty little critters not only make the dog uncomfortable, they frustrate the owner as well! While we require all dogs to be treated monthly with flea and tick medication, *East Bay Dog Service Play Yard solves this problem by offering a well-maintained property free of weeds and tall grass.*
6. **More trips to the vet from poisonous wild mushrooms, foxtails, and poison oak.** Trails are pretty but sometimes are lined with poison mushrooms after a rain, an abundance of foxtails during dry months, and poison oak year-round. Our clients and handlers have taken dogs to the vet for ingesting something poisonous or having a foxtail up their nose or burrowed in skin. *East Bay Dog Service Play Yard solves this problem by ensuring a well-maintained property free of foxtails and poisonous plants.*
7. **Encounters with rattlesnakes, coyote, and other wildlife in wilderness areas.** In wildlands, dogs and their walkers can cross paths with rattlesnakes, coyotes, horses, goats, and charging cows (yes, this has actually happened to a client!). For a dog without great impulse control, situations like this can quickly turn dangerous or deadly. *East Bay Dog Service Play Yard solves this problem by providing a fence with a locked gate that keeps other animals out and our dogs safely inside.*
8. **Burned paws on hot cement during summer heatwaves.** When pavement is too hot, the pads of dogs' feet can easily burn. With global warming here, we must be more vigilant than ever when walking pets on pavement. *East Bay Dog Service Play Yard solves this problem by providing wood chips surface for sensitive paws.*

Having a groomed outdoor space dedicated to off-leash play, dog training, and puppy socials on a membership basis is a need not yet met. We know we can make it happen, and Albany can boast being the first city in the East Bay to offer this unique experience!

Our solution

Our vision is to open a first-of-its-kind East Bay Dog Service Play Yard. This will be a safe, meticulously maintained, outdoor play area for our furry clients and handlers to use. The play yard solves the problems listed above, while diversifying options for people looking for quality dog care. It closes the gap between doggy daycare and off-leash exercise. The space gives clients peace of mind that their fur baby comes in contact only with other East Bay Dog Service dogs in a safe enclosure located in their own community.

Because safety is our number-one priority, we currently offer only leashed walks. We never take our furry clients to dog parks or open spaces; we keep them on neighborhood sidewalks. Yet, we turn away many potential clients who specifically request off-leash experiences. With East Bay Dog Service Play Yard, we will still offer leashed walks, but we can expand our services to include off-leash playtime and small-group dog training classes. Albany is an increasingly dog-friendly city, and our dog training classes will ensure that well-behaved pups are part of the community.

The play yard would initially be accessible only to East Bay Dog Service team member and their packs. If demand rises, we may also offer access to other professional dog walkers on a rotating basis. Without the interference of unfamiliar parties, fighting among “stranger dogs” is eliminated. Secure fencing, privacy screens, and a locking gate resolves the risk of dogs chasing wildlife or becoming lost. Our dogs and handlers can comfortably play without interruption and be returned home safely afterward.

The environmental risks are mitigated, since East Bay Dog Service Play Yard would be located away from wildlife areas. By staying off trails, fragile ecosystems are protected. By maintaining a space free of long grass, foxtails, brush, mushrooms, and other hazards found in nature, our dogs remain healthy, have a reduced chance of getting fleas and ticks, and have fewer trips to the vet.

We plan to partner with local tree service companies to provide East Bay Dog Service Play Yard with woodchips. The chips would protect dogs’ feet from hot cement. With regular maintenance and fresh chips, the property would be an ecofriendly Albany business.

Target Market

The primary demographic for East Bay Dog Service Play Yard is dog owners who see their fur baby as an extension of their family. These owners are seeking reliable, trustworthy, and safe exercise experiences for their dog. There are four core groups we service:

- professionals who work 9 am-5 pm
- families who chose to get a dog while home during the pandemic lockdown but who have returned to commuting
- new dog owners looking for training and pack socialization
- elderly or less-able-bodied people who need extra help getting their dog sufficient exercise

In Albany and surrounding cities, the average annual household income is over \$150,000. These are residents who are willing to pay to get their dog the best care. They aren’t satisfied with a doggy door; they want their pet to have an experience. They have the money to treat their dog to a safe, secure, social, and fun experience on a regular basis.

According to the *San Francisco Examiner*, US census figures for the Bay Area show a human population of 118,362 in the city. Yet, the number of dogs is estimated at between 120,000 and 500,000—outnumbering children!

With the East Bay home to thousands of young tech industry professionals, demographics show that people are now richer, younger, and stay single longer. This statistic correlates to folks postponing parenthood and opting for *paw*renthood.

According to the American Pet Products Association, the US pet industry shows continual growth with no signs of stopping. This includes food & treats, supplies, vet care & product sales, and other services (the category we fall into). In 2018, Americans spent on pet care \$90.5 billion, in 2019 spent \$97.1 billion, and in 2020 spent \$109.6 billion. In 2020

Americans spent \$8.1 billion on "other services" that specifically includes dog walking, boarding, training, pet insurance, and pet sitting. Since 2002, the pet industry has maintained an average annual growth rate of 6% and is expected to continue.

Competition

Current alternatives

Our target market has two primary options for dog care: doggy daycare and dog-hiking or -walking companies.

Doggy daycares are an option for clients who want more supervision for their dog. These companies often require people to drop off and pick up their dog within a specific time frame daily. They typically offer packaging but do allow drop in dogs at a higher rate. Although dogs are initially vetted before drop in is allowed, the dogs are not always placed with the same dogs as daycares often have a revolving door of furry friends. Often doggy daycares allow access to their cameras so one can check in on their pup to watch them play! Most offer cramped indoor play spaces; some utilize public dog parks and trails for outdoor exercise.

Professional dog walkers will meet a client at their home and either walk the dog near the home or drive to a public park or hiking trail. Some dog walkers walk one dog at a time or a pack. This service is usually by the hour and with greater flexibility on pickup and drop-off times. In many cases, the owners are not home for pickup or drop-off. In this setting, dogs are able to run freely outside with a group of familiar friends. Its a wonderful option for dogs who are friendly, have wonderful recall training and low prey drive. Without all dogs falling into this category, East Bay Dog Service can offer a modified outdoor experience for clients who have a more socially sensitive dog.

The mobile app Wag!, established in 2015, is a dog-walking service that allows a customer to make an appointment with a walker. While on-demand walking is a nice luxury if you need help in a pinch, our client base prefers to have an established relationship with a handler. The risks are much higher when you invite a stranger into your home and to care for your pet.

A final alternative is to keep the pup at home while owners are at work or running errands. Fortunate dogs with yards and doggy door can get fresh air and relieve themselves; but they still may lack sufficient space to run or a buddy to play with. Dogs left inside must rely on their owners to return home after a reasonable period, let them out, and play with them.

Our advantages

East Bay Dog Service and the East Bay Dog Service Play Yard combine the convenience of a mobile pickup service and the advantages of a dedicated outdoor play space. With our two business vehicles and employee cars, we pick up and drop off all our dogs. Currently we take our packs on walking routes in low-traffic residential neighborhoods. With our very own dog exercise enclosure, we would take our packs off the sidewalks and into their own safe place where they can run and socialize off-leash.

Clients wanting behavior training for their canine will be able to enroll in dog-training classes. In the near future, we may also add agility classes on our own agility course. In addition, we plan to offer free puppy socials. We may also open the space to other professional dog walkers on a rotating basis if there is availability and demand.

With an outdoor space, the overhead would be significantly lower and carry less risk than any building. No electricity would be required, as we would operate only during daylight hours. With operation run exclusively by our team, we would have a strict "pack it in, pack it out" rule whereby all feces is removed from the premises daily. No turd left behind! Our presence will deter transient pollution, and we would keep the space we occupy clean. With permission from CalTrans, we hope to beautify the area with plants surrounding the enclosure in time.

Because of the location of East Bay Dog Service Play Yard, dogs would be able to play as freely and loudly as their little hearts desire. While CalTrans open-air lot FLA-04-ALA-080-07 is away from residences and businesses, EBDS' activity would not be disruptive to the peace of others. Our location is tucked in a pocket of raw land, below and away from Buchanan Ave. and the 80/580 freeway. With the activity that surrounds East Bay Dog Service Play Yard, dogs playing would be drowned out by traffic noise and the occasional train passing by.

At East Bay Dog Service, we recognize how our core business morals align with Albany's mission. Our business focuses on community, safety, health, and the sustainability of surrounding environments. Although our desire to grow is important, we make a conscious effort to bring a very personal experience when caring for a client's pet. We want them to know us and vice versa. In many ways, we become an extension of the client's family. There is a deep trust formed in our business relationship. This directly speaks to the dedication of a small-town ambience to community, kindness, and trust. We bring those qualities to our service while supporting homes in the greater metropolitan area.

Having a service so interesting and unique can catch the interest of other cities who want to offer something similar. Albany can be the glowing example of something smart and new.

Execution

Marketing & Sales

Marketing Plan

We have been very satisfied with our steady increase in business since establishment in 2013. We started as just two partners and one car, and we have nearly tripled that. As clients move, we've been asked to expand to other cities. We know there is increasing demand out there for a safe, reliable, high-quality dog-walking business. Yet, we believe there's another way to meet customer demand, widen our offerings, and expand our business without moving into other cities.

An East Bay Dog Service Play Yard in Albany will be actively marketed to dog owners looking for a trustworthy dog-exercise business with nearly ten years of experience. We will market and promote in the following ways:

- **Google search engine optimization.** The most common way dog owners search for dog walkers is by going online to search for a business near them. Our Google business account has been strategically optimized with keywords so that prospective clients will be directed to our website. We plan to add additional keywords to advertise the Play Yard.
- **Yelp.** Many of our clients have found us on this business-listing website, and we keep it up to date. None of our reviews are fewer than 5-stars! To promote the Play Yard, we will invite current clients to add reviews that specifically mention the Play Yard experience, which can build confidence in prospective clients.
- **Website.** We average 50 unique visits to our website per month, which leads to roughly 3 inquiries a month. When we overhaul our website to proudly feature our unique play space and training area for dogs, along with dates for open houses and puppy socials, we estimate we will triple our inquiries.
- **Open house.** Once a week for six months, we will offer an open house and free puppy social at the Play Yard. This is when prospective clients can meet our team, learn about what we offer, and experience the space with their dog. We will advertise these events on our website, via social media, and flyers.
- **Social media.** Who doesn't love to see adorable puppy photos? We post weekly photos and stories of our dogs, which gain dozens of views daily--and not just from their owners. We are followed by clients' friends, families, roommates, neighbors, and coworkers, and many times these folks become clients too. We plan to feature lots of pics of our canines using the new Play Yard.
- **Merchandise.** The opening of the Play Yard will coincide with our first-ever line of merchandise—sweatshirts, totes, and socks—featuring our new logo. This visibility will be yet another way to attract clients.
- **Advertising through local radio and during fundraising drives.** By offering to match donations through public radio, our business name and mission will be heard loud and clear. Additionally, we will be able to invest in the distribution of NPR's *World News* and *Science Friday*, two programs we as a company feel are very important although not directly related to dogs.

- **Flyers.** On the ground level, we will ask to display cards at local vets, pet stores, and community Kiosks. We may also send targeted flyers to homes in certain zip codes via USPS.
- **Signage.** Because the space is visible from Buchanan Ave and 80/580 freeway exit and entrances, the erection of an enclosure with a bunch of dogs playing will undoubtedly create buzz and interest from the community. We will display a sign at the play yard with our business information. As we grow and can accommodate new pups, we hope to explore an advertisement on the electronic billboard along the 80 Freeway. This will probably be an expensive endeavor, but we are hoping to meet it one day soon.

With the additional avenues of advertising and visibility, we are confident our business will take off. We feel very lucky to have rebounded since the beginning of the pandemic.

Sales Plan

Our dog-walking service is a membership. People looking for dog walking want a regular and reliable schedule. We contract with each client a minimum of 3 days and up to 5 days per week. The current daily rate is \$35 for one dog per household. The rate is discounted for an additional pup in the same household. The service is ongoing until the client officially cancels via email, text or in person. We do not accept "on call/off shoot" one-time walks.

When someone inquires about service, we first do an intake over the phone or via email to learn what kind of service they desire. If we move forward, we organize a consultation to meet the owner and dog in person at their home. We take the dog on a short walk around the block to assess leash skills while the owner reviews our standard service agreement. This process helps us communicate our expectations and theirs as well. We establish complete transparency about how we work. Because a relationship with owner and dog is then established, ongoing service guarantees income and keeps our business sustainable. Our rate of cancellation is very low, and we currently have a waitlist. Our employee turnover rate is also very low.

We invoice our clients at the beginning of each month before service is performed. We send an invoice of the number of walks their dog is scheduled for that month. The client has seven days to pay their invoice through direct deposit, check, or cash. Our cancellation policy allows for 10 free cancellations per year with a week's notice. If a client cancels last minute or forgets their dog is on schedule, they forfeit the cost of that day's walk (\$35). If a client uses up all of their cancellations, we charge a \$15 placeholder fee each day they miss their walk. Because we are clear about our boundaries, clients are well informed and rarely cancel within 7 days. This cements job security for our employees and maintains the health of our business.

Operations

Locations & Facilities

The location of the proposed East Bay Dog Service Play Yard is at the open-air lot FLA-04-ALA-080-07 near the bottom of Buchanan Ave. Entry is easy from a small, unnamed access road off of Eastshore Hwy, across from the Toyota

dealership that circles under the Buchanan overpass, leading to the land's gate. From that point, out of the way of traffic, we are able to safely unload dogs from our vehicles.

The space is away from traffic, private residences, and businesses. We know that not all people enjoy the sound of dogs barking outside their windows, so the lot gives vocal dogs some freedom without our business worrying about adding to noise pollution.

Although the Play Yard would be tucked away, we will be visible to motorists under and beside the 80 and 580 freeway overpasses and along Buchanan Ave, as well as to those on the bike path.

Equipment & Tools

The primary equipment needed for dog exercise is a functional and reliable vehicle. Currently we have two of those that belong to the business: a Dodge Grand Caravan and a Honda Element. They are both paid off and used for picking up and dropping off our furry clients.

The next most important item needed is a safe enclosure. If we are approved for this space, we would immediately begin the erection of fencing. We expect to employ a fence rental company and implement a double-door gate. We would also invest in privacy screens and a lock system that'll protect the handlers and dogs from passersby who may assume they can enter.

Additional materials needed include dog poop bags, leashes, and treats. Aside from the obscene cost of gas, this is where most of our overhead lies. We would offer tree-cutting services to dump their chips at our space to create a soft and weed-resistant floor to our four-legged friends. With monthly property maintenance, the Play Yard will be in pristine condition.

In time, we expect to install shade sails to protect dogs from direct heat during summer months, along with an agility course.

We will not require utilities such as water, electricity, or sanitation. Our dogs would be provided water that we transport ourselves, we would pack out our own trash after each play session, and we would only be present during daylight hours. Nor would we require a porta-potty, since our contract with our clients includes use of their facilities as needed. As a mobile business, we have successfully operated this way since 2013. We are conscious of the transient population and don't want to attract any unwanted visitors by making these resources available.

Milestones & Metrics

Milestones Table

Milestone	Due Date	Who's Responsible	Details
CalTrans approval	Completed	Dominique	CalTrans must complete an internal review of proposed use with federal government. Upon approval, they can rent to us.
City approval	February 15, 2022	Dominique	The city of Albany has asked for a business plan detailing the intended use to confirm and allow for CalTrans to formally create a lease agreement with East Bay Dog Service
Build Client List	February 21, 2022	East Bay Dog Service	Building a client list between approval and fence erection will help us project how much additional help we will need and what the gross income will look like for future months. Signing clients up now will create financial security
Erection of Fencing	February 28, 2022	East Bay Dog Service	The erection of the fencing and wood chip floor would establish the space and allow us to bring our pack to a safe space

Key metrics

Our focus is to get final approval for our very own East Bay Dog Service Play Yard. Once this is green-lit, we will start advertising, create a reservation list of interested parties, and begin fence erection. Once fencing, the gate, and a locking system are in place, we can bring several different packs of dogs to the area throughout the day by the hour. We expect to hire more employees as our customers increase.

Job creation is a personal endeavor for the owner of East Bay Dog Service. Her mother often said, "You'll never work a day in your life if you love what you do." This is a mantra we'd like our employees to embrace as well. We also know it's important for people to feel supported and safe in their working environment. As COVID has taken us outside; having work that keeps one outside reduces the risk of exposure. We are focused on keeping our team and clients healthy.

Company

Overview

Ownership & Structure

East Bay Dog Service LLC is female-owned and BIPOC and LGBTQIA+ inclusive. Dominique Solís is of Native /Latin American descent and actively promotes empowerment among women in her community. Being a brown businesswoman creates more visibility and support for those interested in starting their own business. There are no outside investors, as the overhead is low, and financing is maintained by the business owner.

Company history

Dominique Solís founded East Bay Dog Service with her partner, Hugh Lehrer, in 2013 at the age of 26. Growing up near Yosemite National Park, Dominique had the fortune of lots of space to add dogs to her family. With the responsibility of caring for each dog, she found joy in working with them on their manners. The special bond between her and the pups led to a deep love and respect for animals.

In East Bay Dog Service's first year, our business grossed just \$13,000. By 2019, we were grossing \$180,000. Just before the pandemic hit, we had a hefty waitlist of customers who wanted to join our pack. We decided it was time to expand and hire handlers, as well as give us some breathing room to start our own family.

Then a pandemic swept our world. We were suddenly operating at one-third of our normal capacity. We went from walking 30 dogs and servicing 22 homes to 10 dogs at 6 homes. But we didn't give up. We knew that as families began to adopt "pandemic puppies" and people returned to full-time work (whether remotely or from home), dog care would again be needed.

Our predictions were correct, and our services are in demand and in full swing. We had a daughter in October of 2020. We hired two women as professional dog walkers. We have returned to the same number of clients as in 2019, and we finally have a waitlist again, after two years without one.

As people are looking for safe working environments, East Bay Dog Service feels honored to be able to create jobs, and know our work environment lessens risk of contracting COVID-19. Mask wearing is required in close proximity to any team member. We proudly hire vaccinated individuals, as entering a clients home is a part of the job.

Team

East Bay Dog Service is a collaboration between founder and CEO Dominique Solis and COO Hugh Lehrer. Dominique interfaces with prospective and current clients, manages employee relations, focuses on media visibility, and communicates regularly with supporting services that help keep our business afloat. Hugh handles day-to-day operations. He attends immediate needs for client, employee when routine changes or modification to regular directions is needed.

A graduate of UC Berkeley, Dominique lives by the motto "work smarter, not harder." With her business acumen, she's successfully operated East Bay Dog Service with low overhead and pay employees above minimum wage—all while keeping dogs happy and safe. Dominique is certified in animal CPR and takes periodic classes in dog behavior to fuel her desire to learn more about dogs.

Hugh is a Berkeley native. He has worked with dogs for much of his younger life. When the opportunity arose for him to do so professionally, he leaped at the opportunity. With his calm demeanor and experience, Hugh confidently and safely onboards larger breeds. He provides daily transportation of dogs and matches dogs with employee handlers. Once the pack begins the walk, Hugh leads with direction and navigates the safest path on our route.

In 2020, we hired our first employee, Monica Doreste. With her warm and bubbly personality, she brings lots of fun conversation to our walks and generous cuddles to the pups. Having worked with hunting dogs on her family farm in Richmond, Virginia, Monica's approach to training and walking was an energy we were happy to welcome. She's motivated and often thinks of ways to make work easier, efficient, and more organized.

Julia Resnik was our second hire. She has an electric and unassuming style. She's quiet and brings a calm sense to the team and the dogs. She is new to the dog biz world, but is a wonderful addition, as she takes direction very well. It's exciting to see her learn and her skills grow.

We hope that in 2022 we can add "off-leash experience" and dog training to our menu of services, with our Play Yard. With more clients wanting these options for their pet, we hope to add 3 more hires before year's end!

Financial Plan

Forecast

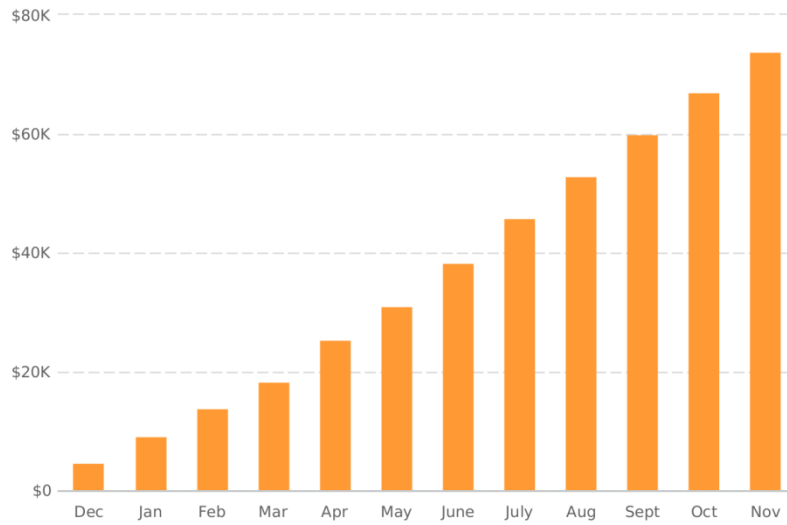
Key assumptions

We expect to average approximately 3-5 new clients per month for the next 12 months and increase to 5-10 new customers per month starting in 2023 and beyond. These customers may be seeking dog walking, play yard experience, or training sessions. Because our service is a membership and our target customers are seeking long-term dog care, every new customer brings in a revenue of at least \$408 (one dog on a minimum of 3 outings per week) to \$1,100 (two dogs on 5 outings per week) to our added monthly gross earnings. With three new clients on average for walking alone, our monthly gross increase can be approximately \$1,224-\$3,300 on top of the income we are currently grossing.

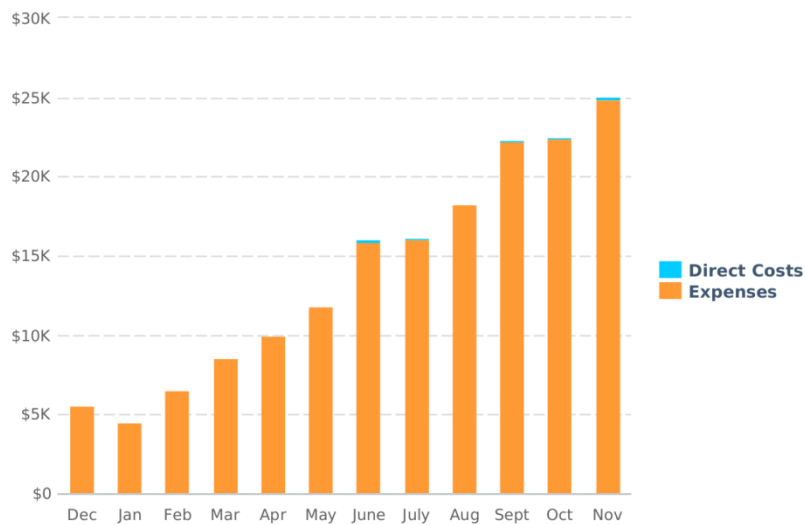
In the first year of expansion, we are projecting an additional profit of \$14,688-\$39,600. By year two and adding an average of five new clients per month, we expect our additional profit to be between \$24,480-66,000. These numbers are based on growth to the business income we currently have.

We expect lot rental, fencing rental, fuel, maintenance of property, supplies and compensation to employees to be our top ongoing expenses. We will have a modest advertising budget and do the majority of our marketing through word of mouth and low-cost social media presence, visibility in the community and open house events. Our vehicles are well maintained and fully paid off, so expenses are primarily for upkeep.

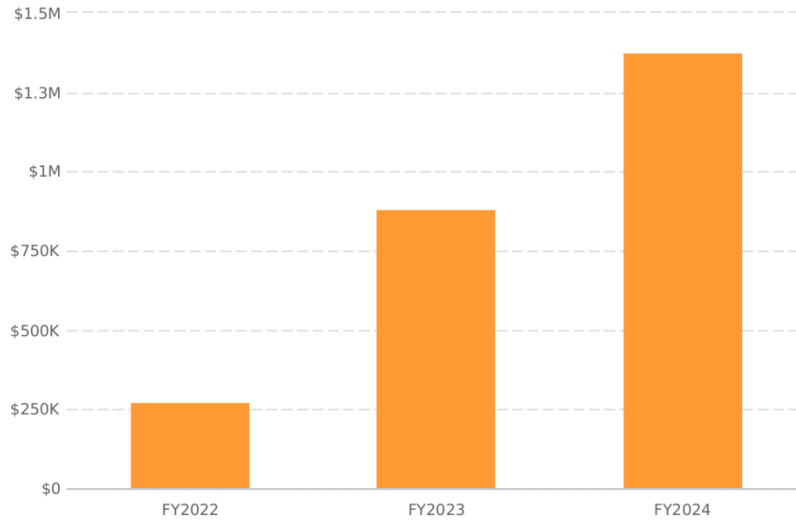
Revenue by Month



Expenses by Month



Net Profit (or Loss) by Year



Financing

Financing

While the owner financially backs the operation of East Bay Dog Service, we also have a Fundly campaign ready to launch to accept donations to help with major costs needed to get the play yard up and running. Everyone who contributes will receive free EBDS merchandise with our logo as a thank you. If additional funds are needed at some point, we are prequalified for a small business loan for up to \$80,000 through our longstanding relationship with our bank. The opportunity for investors may present itself as the business grows. We will confidently maintain sustainability and independence until that opportunity presents itself.

Use of funds

Because the proposed East Bay Dog Service Play Yard would be utilizing raw land, the additional overhead to our existing business is minimal. The largest expenses will be working the land to be sure it is safe for dog play. This includes clearing the area of weeds and tall grasses, filling in ground holes, adding woodchips, and erecting the fencing. We have a working budget of \$45,000 to take care of these initial expenses and any unforeseen costs. Most of the funding will come from East Bay Dog Service. We have also organized a Fundly page to crowdfund from clients, family, friends and other interested parties who want to see our vision come to fruition.

Statements

Projected Profit and Loss

	FY2022	FY2023	FY2024
Revenue	\$440,790	\$1,368,297	\$2,139,488
Direct Costs	\$630	\$450	\$600
Gross Margin	\$440,160	\$1,367,847	\$2,138,889
Gross Margin %	100%	100%	100%
Operating Expenses			
Salaries & Wages	\$28,000	\$74,160	\$127,310
Employee Related Expenses	\$5,600	\$14,832	\$25,462
Lease with CalTrans	\$5,000	\$6,000	\$6,000
Yelp Ad	\$600	\$900	\$900
License and insurance	\$832	\$1,000	\$1,000
Gas	\$1,750	\$1,800	\$1,850
Poop bags, treats, leashes	\$500	\$500	\$500
Cleaning supplies	\$360	\$360	\$360
Fencing, lock system rental and privacy screen	\$5,800	\$5,800	\$5,800
Annual professional maintenance	\$1,000	\$1,000	\$1,000
Total Operating Expenses	\$49,442	\$106,352	\$170,182
Operating Income	\$390,718	\$1,261,495	\$1,968,706
Interest Incurred			
Depreciation and Amortization			
Gain or Loss from Sale of Assets			
Income Taxes	\$117,215	\$378,449	\$590,612
Total Expenses	\$167,287	\$485,251	\$761,394
Net Profit	\$273,503	\$883,046	\$1,378,094
Net Profit / Sales	62%	65%	64%

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Projected Balance Sheet

	Starting Balances	FY2022	FY2023	FY2024
Cash		\$302,359	\$1,219,436	\$2,623,465
Accounts Receivable		\$39,060	\$76,528	\$106,835
Inventory				
Other Current Assets				
Total Current Assets		\$341,419	\$1,295,965	\$2,730,300
Long-Term Assets				
Accumulated Depreciation				
Total Long-Term Assets				
Total Assets		\$341,419	\$1,295,965	\$2,730,300
Accounts Payable		\$0	\$0	\$0
Income Taxes Payable		\$56,187	\$118,288	\$166,684
Sales Taxes Payable		\$11,729	\$21,128	\$28,973
Short-Term Debt				
Prepaid Revenue	\$0	\$0	\$0	\$0
Total Current Liabilities	\$0	\$67,916	\$139,416	\$195,657
Long-Term Debt				
Long-Term Liabilities				
Total Liabilities	\$0	\$67,916	\$139,416	\$195,657
Paid-In Capital				
Retained Earnings	\$0	\$0	\$273,503	\$1,156,549
Earnings		\$273,503	\$883,046	\$1,378,095
Total Owner's Equity	\$0	\$273,503	\$1,156,549	\$2,534,643

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Total Liabilities & Equity	\$0	\$341,419	\$1,295,965	\$2,730,300
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Projected Cash Flow Statement

	FY2022	FY2023	FY2024
Net Cash Flow from Operations			
Net Profit	\$273,503	\$883,046	\$1,378,094
Depreciation & Amortization			
Change in Accounts Receivable	(\$39,060)	(\$37,469)	(\$30,307)
Change in Inventory			
Change in Accounts Payable	\$0	\$0	\$0
Change in Income Tax Payable	\$56,187	\$62,101	\$48,396
Change in Sales Tax Payable	\$11,729	\$9,399	\$7,845
Change in Prepaid Revenue	\$0	\$0	\$0
Net Cash Flow from Operations	\$302,359	\$917,077	\$1,404,029
Investing & Financing			
Assets Purchased or Sold			
Net Cash from Investing			
Investments Received			
Dividends & Distributions			
Change in Short-Term Debt			
Change in Long-Term Debt			
Net Cash from Financing			
Cash at Beginning of Period	\$0	\$302,359	\$1,219,436
Net Change in Cash	\$302,359	\$917,077	\$1,404,029
Cash at End of Period	\$302,359	\$1,219,436	\$2,623,465

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Appendix

Profit and Loss Statement (With monthly detail)

FY2022	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	June '22	July '22	Aug '22	Sept '22	Oct '22	Nov '22
Total Revenue	\$4,680	\$9,280	\$13,800	\$18,243	\$25,491	\$30,983	\$38,402	\$45,926	\$52,995	\$60,055	\$67,025	\$73,910
Total Direct Costs							\$150	\$90	\$60	\$75	\$105	\$150
Gross Margin	\$4,680	\$9,280	\$13,800	\$18,243	\$25,491	\$30,983	\$38,252	\$45,836	\$52,935	\$59,979	\$66,920	\$73,760
Gross Margin %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Operating Expenses												
Salaries and Wages	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$4,000	\$2,000	\$2,000	\$4,000	\$2,000	\$2,000
Employee Related Expenses	\$400	\$400	\$400	\$400	\$400	\$400	\$800	\$400	\$400	\$800	\$400	\$400
Lease with CalTrans			\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Yelp Ad						\$300				\$300		
License and insurance			\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$84	\$84
Gas	\$560						\$590					\$600
Poop bags, treats, leashes	\$41	\$41	\$41	\$41	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42

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East Bay Dog Service

Cleaning supplies	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30
Fencing, lock system rental and privacy screen	\$2,500	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Annual professional maintenance				\$1,000								
Total Operating Expenses	\$5,531	\$2,771	\$3,354	\$4,354	\$3,355	\$3,655	\$6,345	\$3,355	\$3,355	\$6,055	\$3,356	\$3,956
Operating Income	(\$851)	\$6,509	\$10,446	\$13,889	\$22,136	\$27,328	\$31,907	\$42,481	\$49,580	\$53,925	\$63,564	\$69,804
Interest Incurred												
Depreciation and Amortization												
Gain or Loss from Sale of Assets												
Income Taxes	\$0	\$1,697	\$3,134	\$4,167	\$6,641	\$8,198	\$9,572	\$12,744	\$14,875	\$16,177	\$19,069	\$20,941
Total Expenses	\$5,531	\$4,468	\$6,488	\$8,521	\$9,996	\$11,853	\$16,067	\$16,189	\$18,290	\$22,307	\$22,530	\$25,047
Net Profit	(\$851)	\$4,812	\$7,312	\$9,722	\$15,495	\$19,130	\$22,335	\$29,737	\$34,705	\$37,748	\$44,495	\$48,863
Net Profit / Sales	(18%)	52%	53%	53%	61%	62%	58%	65%	65%	63%	66%	66%

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	FY2022	FY2023	FY2024
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Total Direct Costs	\$630	\$450	\$600
Gross Margin	\$440,160	\$1,367,847	\$2,138,889
Gross Margin %	100%	100%	100%
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Salaries and Wages	\$28,000	\$74,160	\$127,310
Employee Related Expenses	\$5,600	\$14,832	\$25,462
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Annual professional maintenance	\$1,000	\$1,000	\$1,000
Total Operating Expenses	\$49,442	\$106,352	\$170,182
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Total Expenses	\$167,287	\$485,251	\$761,394
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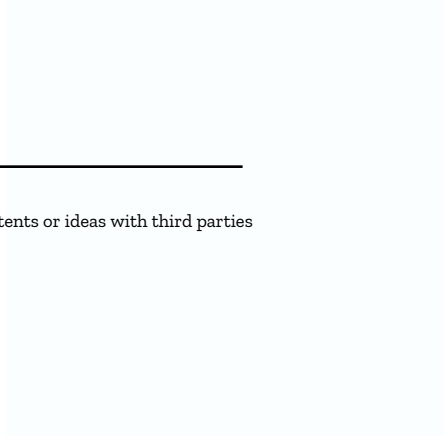
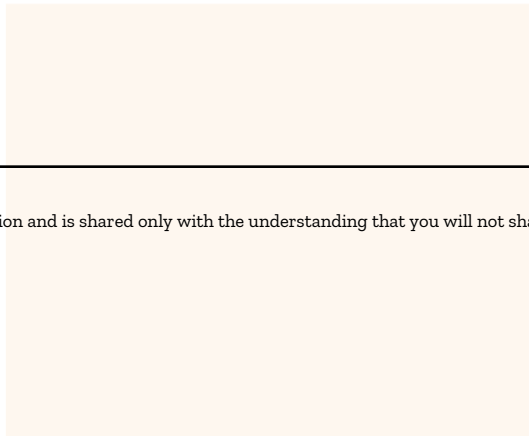
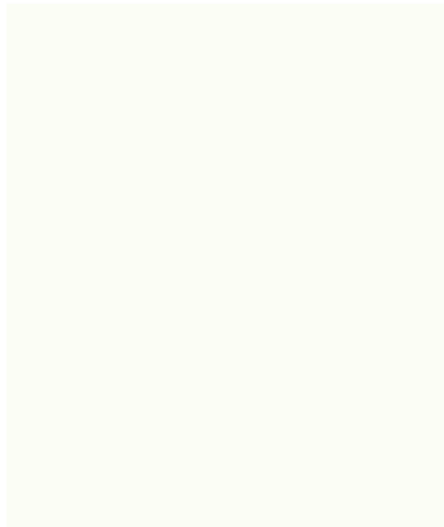
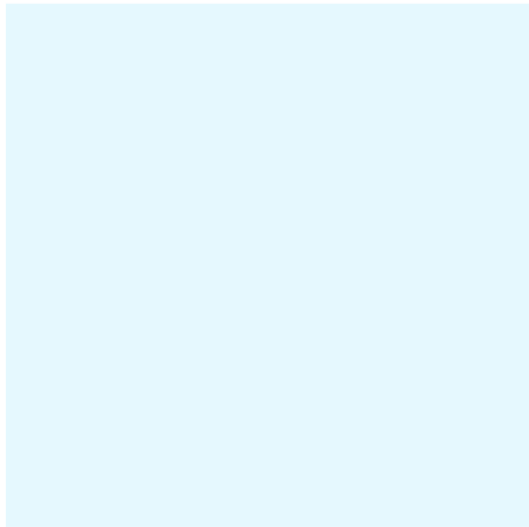
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Net Profit / Sales

62%

65%

64%



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Balance Sheet (With Monthly Detail)

Starting Balances	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	June '22	July '22	Aug '22	Sept '22	Oct '22	Nov '22
Cash	(\$3,020)	\$1,699	\$10,729	\$16,708	\$36,860	\$63,603	\$69,671	\$111,244	\$160,455	\$168,099	\$231,938	\$302,359
Accounts Receivable	\$2,511	\$4,979	\$7,405	\$9,789	\$13,717	\$16,681	\$20,546	\$24,472	\$28,154	\$31,832	\$35,468	\$39,060
Inventory												
Other Current Assets												
Total Current Assets	(\$509)	\$6,678	\$18,134	\$26,497	\$50,577	\$80,284	\$90,217	\$135,716	\$188,608	\$199,932	\$267,406	\$341,419
Long-Term Assets												
Accumulated Depreciation												
Total Long-Term Assets												
Total Assets	(\$509)	\$6,678	\$18,134	\$26,497	\$50,577	\$80,284	\$90,217	\$135,716	\$188,608	\$199,932	\$267,406	\$341,419
Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Income Taxes Payable	\$0	\$1,697	\$4,831	\$4,167	\$10,808	\$19,006	\$9,572	\$22,316	\$37,191	\$16,177	\$35,246	\$56,187
Sales Taxes Payable	\$342	\$1,020	\$2,030	\$1,335	\$3,279	\$5,658	\$2,690	\$5,708	\$9,020	\$3,610	\$7,520	\$11,729
Short-Term Debt												

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Prepaid Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Current Liabilities	\$0	\$342	\$2,717	\$6,861	\$5,502	\$14,087	\$24,664	\$12,262	\$28,024	\$46,211	\$19,787	\$42,766	\$67,916
Long-Term Debt													
Long-Term Liabilities													
Total Liabilities	\$0	\$342	\$2,717	\$6,861	\$5,502	\$14,087	\$24,664	\$12,262	\$28,024	\$46,211	\$19,787	\$42,766	\$67,916
Paid-In Capital													
Retained Earnings	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Earnings		(\$851)	\$3,961	\$11,273	\$20,995	\$36,490	\$55,620	\$77,955	\$107,692	\$142,397	\$180,145	\$224,640	\$273,503
Total Owner's Equity	\$0	(\$851)	\$3,961	\$11,273	\$20,995	\$36,490	\$55,620	\$77,955	\$107,692	\$142,397	\$180,145	\$224,640	\$273,503
Total Liabilities & Equity	\$0	(\$509)	\$6,678	\$18,134	\$26,497	\$50,577	\$80,284	\$90,217	\$135,716	\$188,608	\$199,932	\$267,406	\$341,419

	Starting Balances	FY2022	FY2023	FY2024
Cash		\$302,359	\$1,219,436	\$2,623,465
Accounts Receivable		\$39,060	\$76,528	\$106,835
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Long-Term Assets				
Accumulated Depreciation				
Total Long-Term Assets				
Total Assets		\$341,419	\$1,295,965	\$2,730,300
Accounts Payable		\$0	\$0	\$0
Income Taxes Payable		\$56,187	\$118,288	\$166,684
Sales Taxes Payable		\$11,729	\$21,128	\$28,973
Short-Term Debt				
Prepaid Revenue	\$0	\$0	\$0	\$0
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Long-Term Debt				
Long-Term Liabilities				
Total Liabilities	\$0	\$67,916	\$139,416	\$195,657
Paid-In Capital				
Retained Earnings	\$0	\$0	\$273,503	\$1,156,549
Earnings		\$273,503	\$883,046	\$1,378,095
Total Owner's Equity	\$0	\$273,503	\$1,156,549	\$2,534,643

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Total Liabilities & Equity	\$0	\$341,419	\$1,295,965	\$2,730,300
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Cash Flow Statement (With Monthly Detail)

FY2022	Dec '21	Jan '22	Feb '22	Mar '22	Apr '22	May '22	June '22	July '22	Aug '22	Sept '22	Oct '22	Nov '22
Net Cash Flow from Operations												
Net Profit	(\$851)	\$4,812	\$7,312	\$9,722	\$15,495	\$19,130	\$22,335	\$29,737	\$34,705	\$37,748	\$44,495	\$48,863
Depreciation & Amortization												
Change in Accounts Receivable	(\$2,511)	(\$2,468)	(\$2,426)	(\$2,384)	(\$3,928)	(\$2,964)	(\$3,865)	(\$3,926)	(\$3,682)	(\$3,679)	(\$3,635)	(\$3,592)
Change in Inventory												
Change in Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	\$0	\$1,697	\$3,134	(\$664)	\$6,641	\$8,198	(\$9,434)	\$12,744	\$14,875	(\$21,014)	\$19,069	\$20,941
Change in Sales Tax Payable	\$342	\$678	\$1,010	(\$695)	\$1,944	\$2,379	(\$2,968)	\$3,018	\$3,312	(\$5,410)	\$3,910	\$4,209
Change in Prepaid Revenue	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Net Cash Flow from Operations	(\$3,020)	\$4,719	\$9,030	\$5,979	\$20,152	\$26,743	\$6,068	\$41,573	\$49,210	\$7,645	\$63,839	\$70,421
Investing & Financing												

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Assets
Purchased or
Sold

**Net Cash
from
Investing**

Investments
Received

Dividends &
Distributions

Change in
Short-Term
Debt

Change in
Long-Term
Debt

**Net Cash
from
Financing**

Cash at
Beginning of
Period

Net Change in
Cash

**Cash at End
of Period**

	\$0	(\$3,020)	\$1,699	\$10,729	\$16,708	\$36,860	\$63,603	\$69,671	\$111,244	\$160,455	\$168,099	\$231,938
	(\$3,020)	\$4,719	\$9,030	\$5,979	\$20,152	\$26,743	\$6,068	\$41,573	\$49,210	\$7,645	\$63,839	\$70,421
	(\$3,020)	\$1,699	\$10,729	\$16,708	\$36,860	\$63,603	\$69,671	\$111,244	\$160,455	\$168,099	\$231,938	\$302,359

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	FY2022	FY2023	FY2024
Net Cash Flow from Operations			
Net Profit	\$273,503	\$883,046	\$1,378,094
Depreciation & Amortization			
Change in Accounts Receivable	(\$39,060)	(\$37,469)	(\$30,307)
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Investing & Financing			
Assets Purchased or Sold			
Net Cash from Investing			
Investments Received			
Dividends & Distributions			
Change in Short-Term Debt			
Change in Long-Term Debt			
Net Cash from Financing			
Cash at Beginning of Period	\$0	\$302,359	\$1,219,436
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