

# kaboodle

EXPLORE ALL THINGS PET

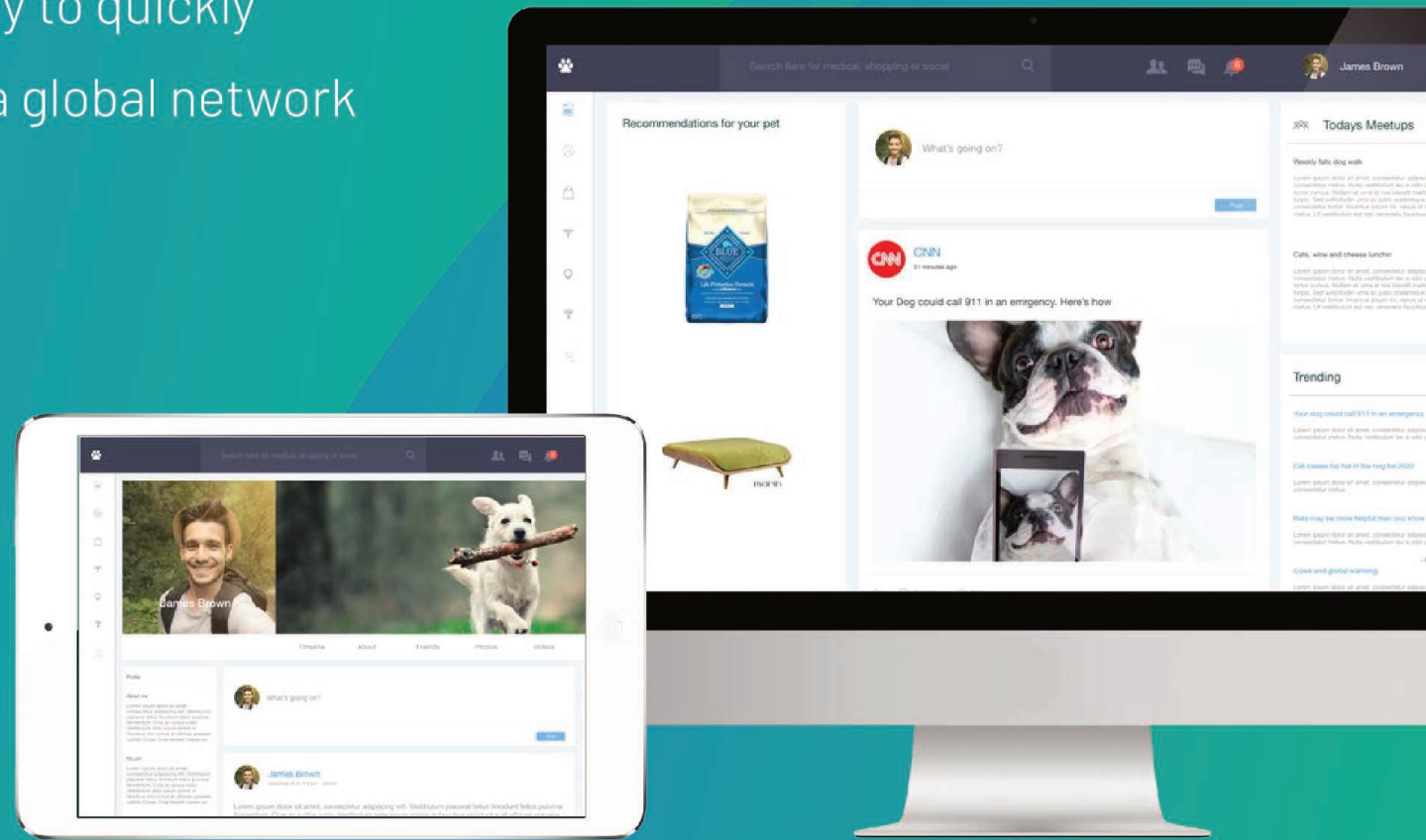
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## Investor Deck



**.kaboodle** aims to be a welcoming and all-encompassing global community which will engage pet owners like no other site. This go-to site is designed to provide animal lovers with the ability to quickly identify crucial services and develop a global network for social interaction.

**Let's take a walk.**





- Social interaction with member blogs, meet-ups/playdates, pictures and videos
- Our goal is to be a global platform for all animal-related services
- Member forums and webinars
- Quick access to animal medical professionals
- Easy and rapid access for emergencies
- Raise awareness for animal issues
- Trending and quality content for members and advertisers



## Kaboodle is a **CENTRAL HUB** for everything pet-related.

With member blogs and forums members might find helpful information to questions such as:

- It's summer and my Golden Retriever is getting "hotspots". What can I do?
- What is the best food to feed my new Siamese kitten?
- I just moved into a new neighborhood and I need a good local veterinarian who specializes in exotic birds.
- I just took a new job and I need a service to take care of my dog during the day.
- My widowed mother needs a companion. What are the best animals for her?
- I need rapid access to emergency services. Where do I go and what do I do?
- I want to take a hike with my Lab and would like other people to join in. How can I find some friends to join





**The US pet industry will  
exceed \$86 billion in 2020.**

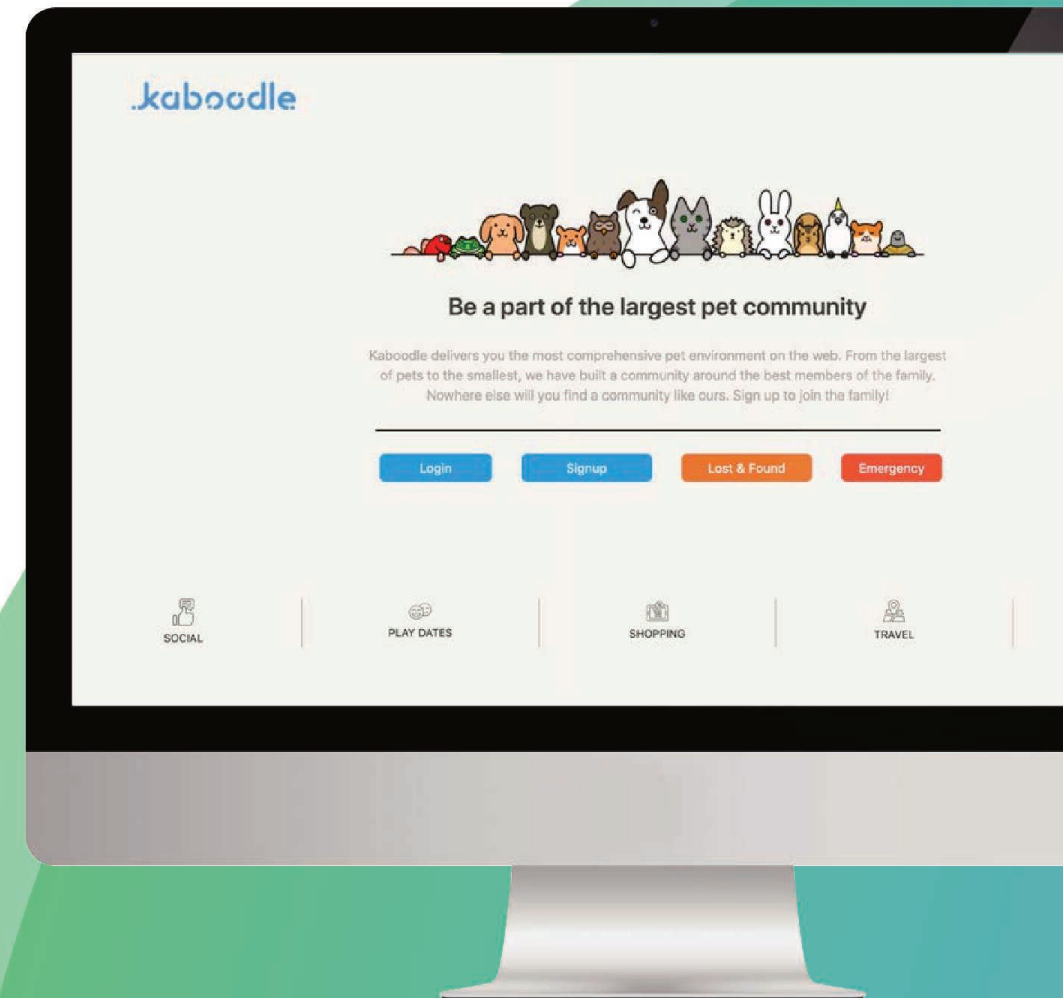
Demand for innovative pet service options and pet health care will continue to aggressively drive worldwide revenue.



**Current internet search engines are not focused to provide time critical pet care solutions that pet lovers require. But we are.**

Kaboodle aggregates **EVERYTHING** pet-related into a single interactive platform for pet owners with a go-to site for:

- Answers to any pet-related question
- New information and fresh insights into pet ownership and care
- A community of both pet owners and industry professionals to share ideas and grow knowledge
- *Kaboodle enhances and supports relationships for both owners and our pets.*





.kaboodle

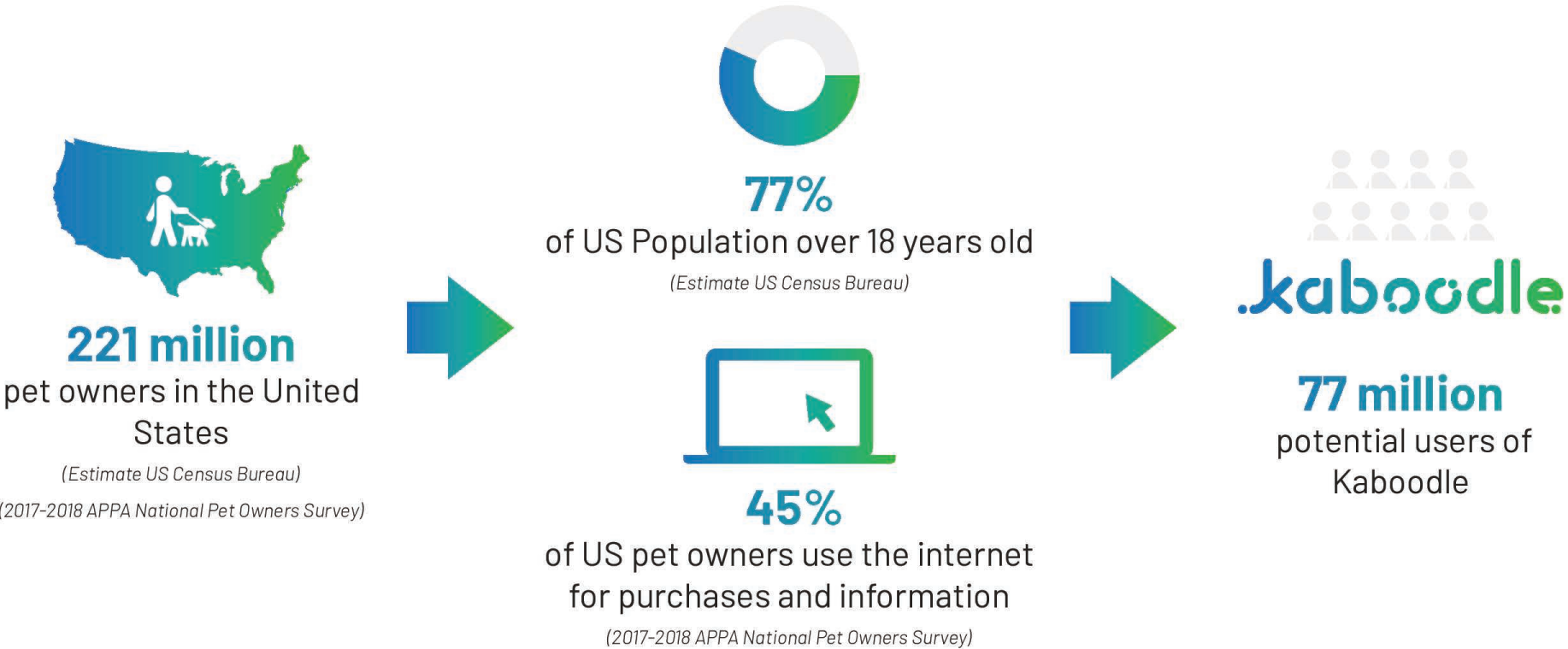
COMPETITION

# Our time is NOW.

Kaboodle is unique in every way.  
No other site exists that offers  
EVERYTHING pet with just one  
simple click.



\$86 billion spent\* on pets in the US in 2018, and growing at 5.4% annually.



REFERENCES

Population	325,719,178	US Census Bureau	% of people using internet as information source	45%	2017-2018 APPA National Pet Owners Survey
Households	117,716,237	US Census Bureau	Household with Pets	80,047,041	Households x Households with Pet Ownership
People per Household	2.77	US Census Bureau	Total People with Pets	221,489,041	Households with Pets x People per Household
Percent over 18	77.2%	US Census Bureau	People with Pets over 18 Years Old	170,989,540	Total People with Pets x Percent over 18
People over 18	251,455,205	US Census Bureau	Potential Users	(People with Pets over 18 Years Old using Internet as information source)	
Households with Pet Ownership	68%	2017-2018 APPA National Pet Owners Survey			

\* U.S. Pet Market Outlook, 2018-2019 and Money Morning Investment



## Direct Advertising Metrics



2020



**880**

Avg. Direct Advertisers

**0.5%**

Penetration Rate

2021



**3,350**

Avg. Direct Advertisers

**1.8%**

Penetration Rate

2022



**11,800**

Avg. Direct Advertisers

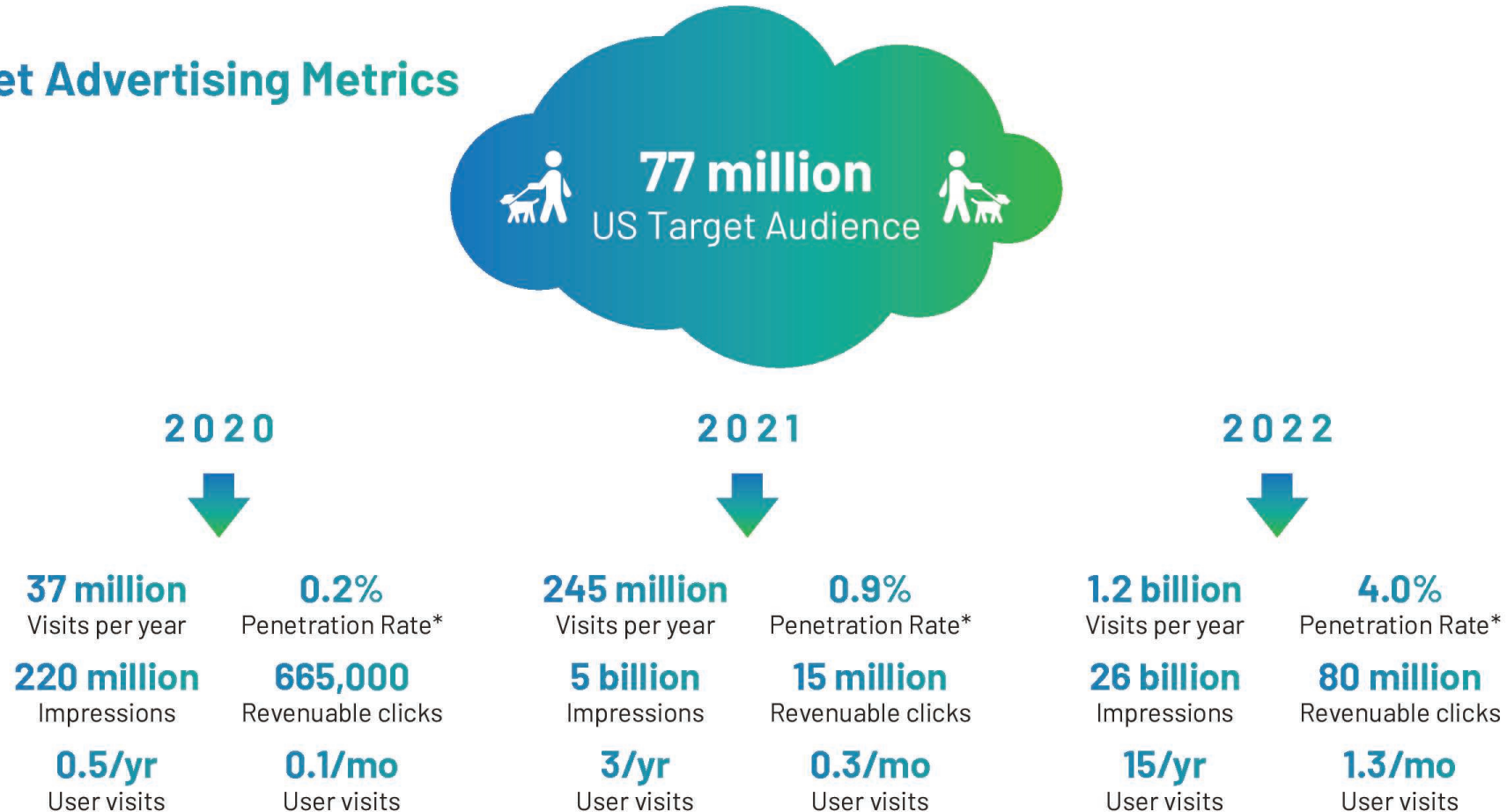
**6.2%**

Penetration Rate

\* US Pet Stores, Independent Groomers & Veterinary Clinics



## Internet Advertising Metrics



\* Penetration rate: average number of the target audience to visit per day





## Other Pet Related Sites

**chewy.com**

Owned by PetSmart

**243 million**

visits per year

**6.9**

pages viewed per visit

**PETSMART**

**98 million**

visits per year

**4.3**

pages viewed per visit

**Adopt a Pet**  
**.com**

**72 million**

visits per year

**6.3**

pages viewed per visit

**petco**

**87 million**

visits per year

**16.6**

pages viewed per visit

**petfinder**

**92 million**

visits per year

**7.6**

pages viewed per visit

Source: Annualized data based on SimilarWeb July 2018 metrics

Note: Kaboodle numbers are for Year 1. All the other companies / comparisons are current figures.



## Potential income streams beyond our financial model

- Premium vendors
- Additional animal services
- Monetizing user data
- Partnerships
- Membership
- Data storage
- Pet insurance
- Kaboodle Visa / MasterCard  
(with percentage of the transaction that will go to the pet charity of their choice)
- Financial assistance / financing for medical treatments  
(things like expensive surgeries that people may not have cash for all at one time)



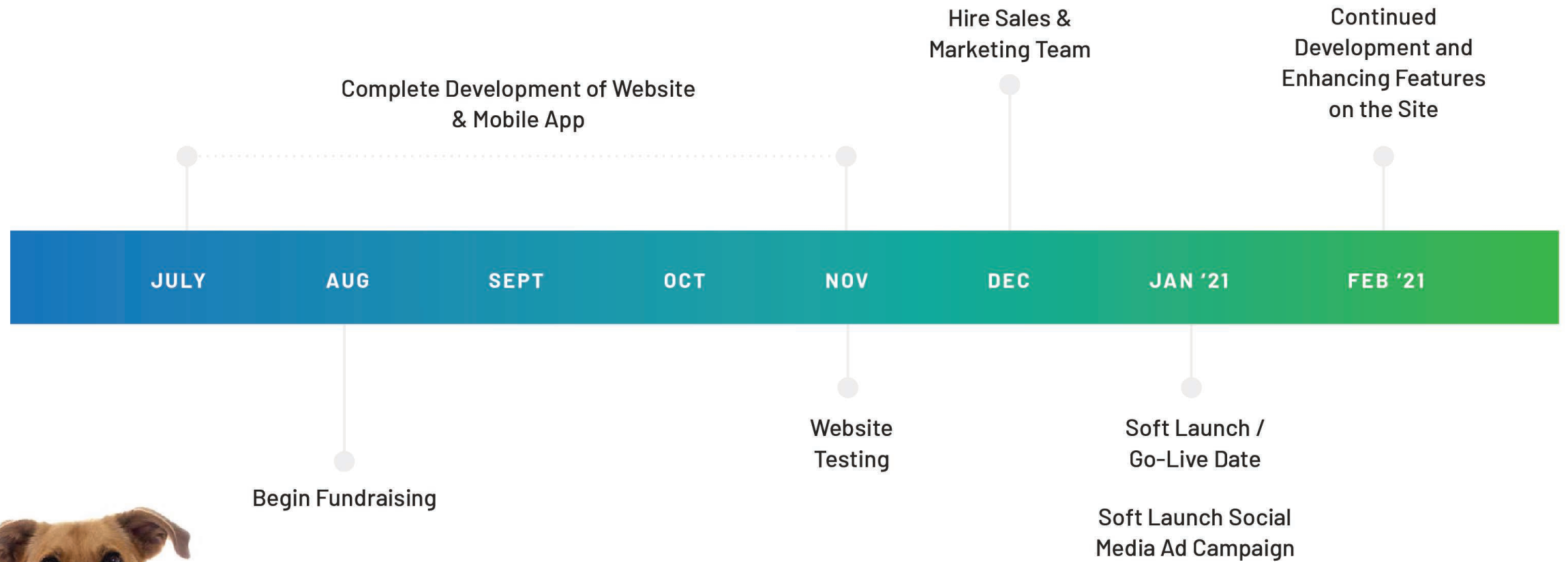


## How we will reach our market to support the financial projections

- Social media advertising, Facebook, Instagram, Twitter, Snapchat, etc.
- YouTube pre roll out
- Direct email campaign
- Online advertising via Google keyword
- Display advertising
- Targeted geographic advertising
- Targeted demographic advertising
- PR campaign
- Industry trade shows



## Timeline 2020-2021





## How the investment funds will be used

<b>Development</b>	<b>\$335,000</b>
<b>Advertising, branding &amp; marketing</b>	<b>\$1,800,000</b>
<b>Operating expense</b>	<b>\$410,000</b>

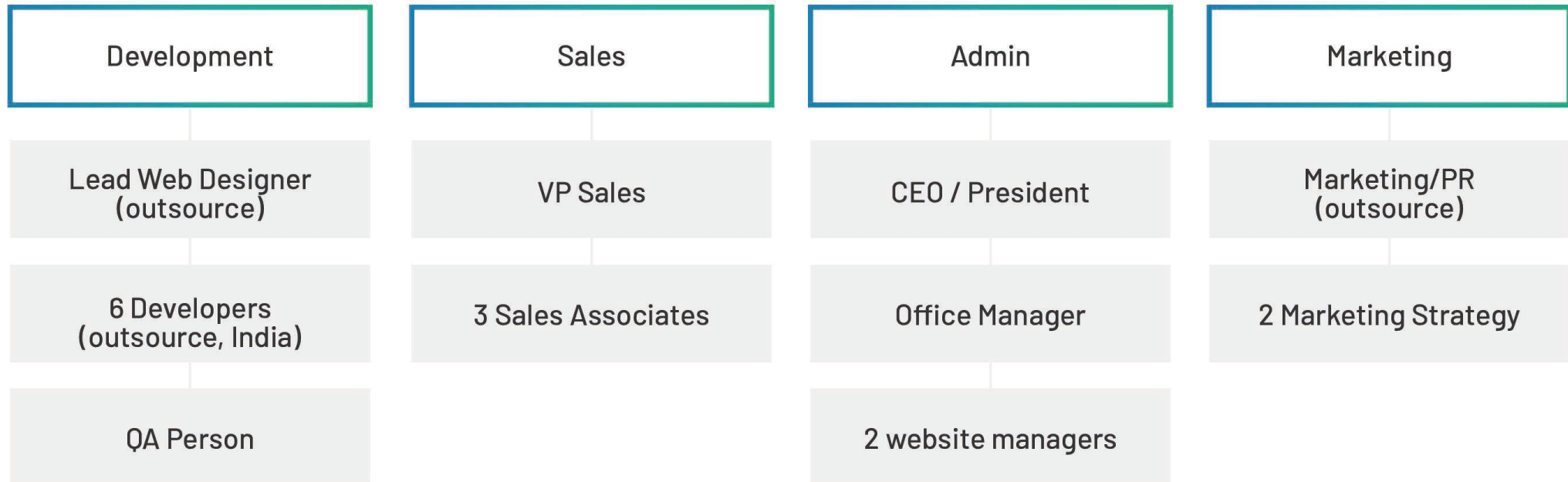


<b>Professional fees/other</b>	<b>\$95,000</b>
<b>Salaries*</b>	<b>\$765,000</b>
<b>Total</b>	<b>\$3,500,000</b>

*\*Salaries go to sales, marketing and support first; executive compensation last.*



## Core Team Members (Year One)



## Our team is full of fun-loving & pet passionate people.



**LARRY LOYD**  
**FOUNDER & CEO**

- Larry has been an entrepreneur his entire life.
- Owned and operated 6 successful restaurants in California
- Owner of one of the most successful design firms in the Western US with 35 staff designers, architects and project managers
- Residential Real Estate development in Los Angeles and Northern California
- Founder of CargoSense - a logistics monitoring company that is positioned to be acquired this year



**ART PEDROZA**  
**CO-FOUNDER & COO**

- Vice President and Managing Director of Crowe-Innes & Associates Silicon Valley Technology Practice.
- 15 year career in executive search with Rusher Loscavio and Korn/ Ferry International, as well as his own firm.
- Managed clients ranging in size from small privately held companies to those in the Fortune 500, including Raytheon Corporation, Hewlett-Packard Company and Silicon Graphics
- 20 years of human resources experience





## Advisory Board

### DR. JEFFREY BURKE

- A seasoned Senior Executive and University Fellow with extensive experience in developing strategies for growth through proactive industry analysis for a Fortune 500 company
- Known for his ability to successfully identify and exploit market trends, developing market models and distilling complex data down to actionable information
- A fellowship student at the Peter F Drucker Center for Management at the Claremont Graduate University from which he holds an MBA and a Ph.D. in Finance and Organizational Control

### ROBERT KOPLOWITZ

- Forty years of experience in logistics developing solutions to meet multi-layered client demand across state, regional, and international borders. His career has included various senior management roles and responsibilities in both public sector work- the Port Authority of Seattle – as well as the private sector – Expeditors International of Washington.
- Specialization in designing, developing, and launching operations for new service/product offerings.
- In addition to operational management, Robert has led various sales and marketing departments including general marketing and sales, Account Management, and Vertical Industry development.



Kaboodle aims to be THE go-to HUB to get advice and rapid access to ALL pet-related information and services.





# Thank You

As Kaboodle moves towards our goal of raising up to **\$3.5 million** from Wefunder & other sources, we look forward to finding the right partners that fit with our passion for pets.

