



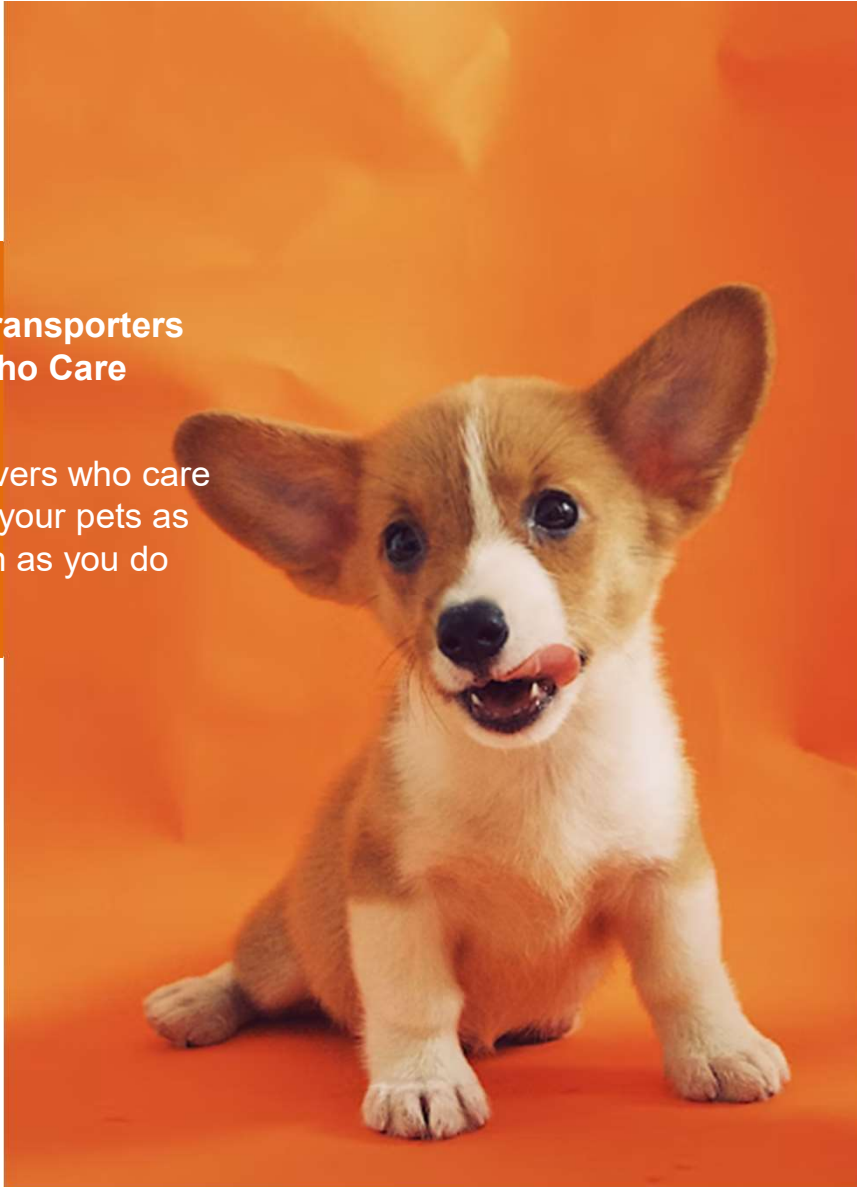
The Pet Transporters

UBER FOR PETS
INVESTMENT OPPORTUNITY

www.thepettransporters.com

**Pet Transporters
Who Care**

Hire drivers who care
about your pets as
much as you do



Problem

No on-demand
service for pet
owners and
breeders to
move pets
across country



Solution

We are a
Uber-like
marketplace
platform for
pet drivers
nationwide



Executive Summary

Invest into a scalable company with profitable unit economics

Simplicity & Scale

We are creating a marketplace that connects pet owners or would-be pet owners to a network of on-demand long haul drivers across the country. We believe that there exists an untapped supply of drivers (similar to Uber) who would be willing to make extra cash along routes they are traveling to. Our secret sauce is to leverage a technology enabled platform to algorithmically match drivers and pet owners who need to transport their pets.

We are currently raising a seed round of \$500K.

We are excited by our initial traction and have de-risked the business model to prove that it works. Now we are seeking investment to add fuel to the fire.

Our plan is to continue to build value to our customers and driver network through 1) app development 2) marketing and 3) hiring more operational support to scale the business. The current pet shipping industry is highly fragmented and does not provide a seamless ease of use for pet owners.

Use of Funds

Prioritized by highest ROI

Item	Projected Completion	Cost Breakdown	Budget
App development (web app + driver dashboard with matching algorithm)	March 2023	\$50 – 80K	\$50 – 80K
Marketing – Digital Marketing	ASAP	\$150K for Google \$50K for Facebook	\$200 – 250K
Marketing – Trade Advertisement	ASAP	\$500 per location / mo \$20K for breeder magazines & trade shows	\$50K
Hiring – 2 driver managers + growth hacker + virtual customer support rep	2Q23	Part time contractors	\$90K
Overhead	Ongoing	\$3K / mo office \$1K Zendesk & server & other business subscriptions etc.	\$50K
Total			\$520K



Strategic Priorities

01

Build the technology ecosystem and matching algorithm back-end

02

Gather critical mass of drivers and pet owners
Via digital marketing & advertisement.

03

Optimize regular shipping routes and shuttle services
To optimize costs & provide consistency in customer experience.

04

Global partnerships with physical drop-offs
To optimize logistics and help ease of use for the booking process.

05

Achieve nation-wide scale & profitability
Possibly evaluate exit opportunities such as strategic acquisitions.

Our Services



Comfort Walks and Breaks
We let your furbabies relax



Feeding
We match your pets' regular schedule



VIP Door to Door
We manage all logistics



Medication or Vet Visits
We monitor your pets' health needs



GPS Tracking
GPS updates so you have peace of mind



Photo Updates
We send photos of your pet



Rush Delivery
For extra fee



Pet Concierge
We can arrange all aspects of your pets' travel needs

Competitive Positioning

(Example below for 1 medium sized dog traveling from California to Georgia)

	Pet Transporters	uShip	CitizenShipper	Other Pet Shipping Co's
	\$750	\$600-1000	\$600-1000	\$950-4500
Pets only specialists	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
On-demand matching algorithm	<input checked="" type="checkbox"/>	Bids		
Nationwide network of drivers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
National drop off locations	<input checked="" type="checkbox"/>			
Wait times	24 hours	Up to 1 month	Up to 1 month	Varies

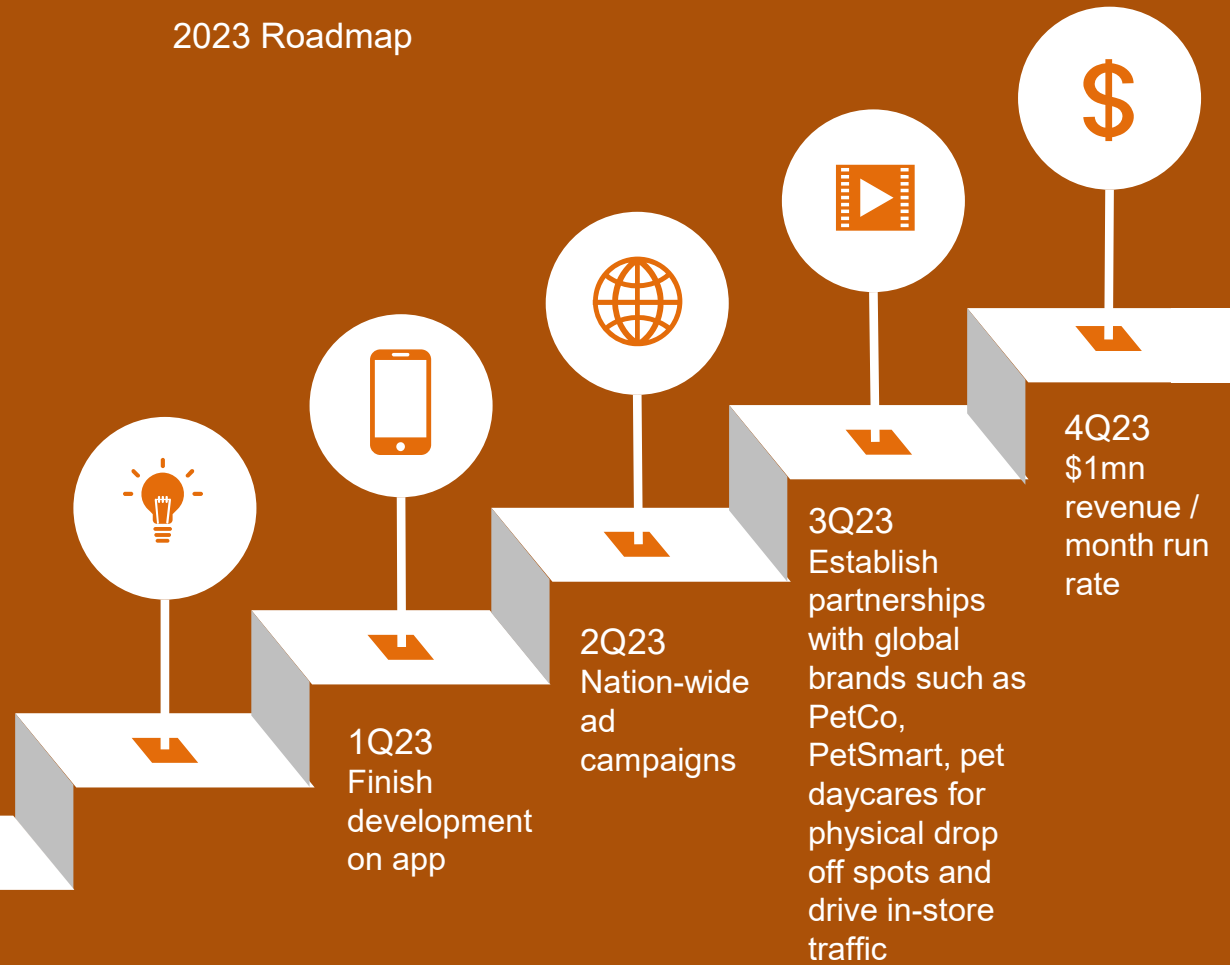
Source: "The company states that standard ground transportation for one pet costs about \$300. It also states that its private ground transportation service for one pet for a move exceeding 500 miles costs between \$950-\$4,500"

<https://www.thisoldhouse.com/storage-organization/reviews/pet-shipping-companies>



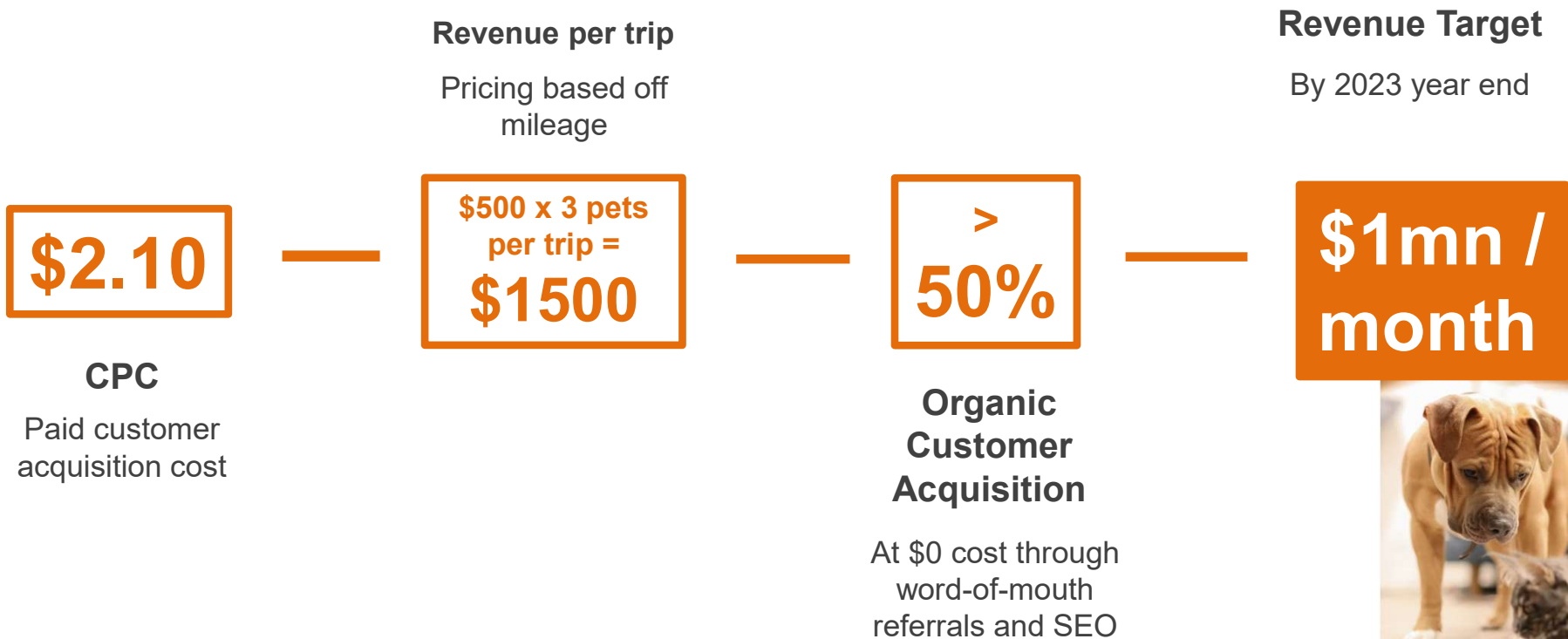
Milestones

2023 Roadmap



Business Model

Highly scalable unit economics



Team



Anahí Cerrano
Head of Business
Development

University Technician in
Human Resources
Management &
University Technician in
Public Administration
and Management



Michael Henderson
Founder

Serial entrepreneur
with 30 years
experience in
entertainment industry



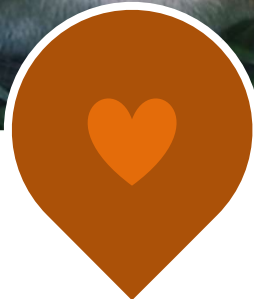
Gracie Huang
CEO

Columbia University
Engineering
Management B.S &
University of
Pennsylvania Executive
MBA



Bipul Sharma
IT Guy

Jack of all trades
for all things tech



Thank You

Contact

424-335-6649 | michael@thepettransporters.com