🐾 Bonded Paws Network

Investor Pitch – Draft Storyboard (5 Minutes)

Slide 1 – The Problem: Fragmented Pet Community + Underfunded Rescues

Point:
The $147B U.S. pet industry lacks a unified, local, AI-powered platform connecting pet owners, rescues, and sponsors.

Key Proof:

- 6.3M companion animals enter shelters annually
- Local rescues struggle with funding + visibility
- Pet owners rely on Facebook groups + Nextdoor (not pet-specific)
- No centralized, monetizable pet-owner community network

Investor Framing:
This is a fragmented market with no dominant local-network platform for pet ownership.

Slide 2 – The Solution: AI-Powered Pet Community Infrastructure

Bonded Paws Network is:

- A location-based pet owner platform (like Nextdoor, but pet-native)
- AI tools for:
  - Lost pet image recognition

    - Breed identification
    - Playdate matching
    - Emergency alerts
- Corporate sponsorship portal supporting small rescues

Investor Angle:
We are building infrastructure, not a social app.

Infrastructure = defensible.

Slide 3 – Revenue Model (Core of the Pitch)

This is the slide that matters most.

1️⃣ Subscription Revenue

- $9.99/month Pet Pro tier
- Premium features:
    - Lost pet AI alerts
    - Playdate matching
    - Verified breeder/rescue directory
    - Emergency broadcast

2️⃣ Local Business Advertising

- Groomers, vets, trainers, pet stores
- Sponsored posts + geo-targeted placement
- $150–$500/month per business

3️⃣ Corporate Sponsorships

- National pet brands fund rescue campaigns
- Sponsored adoption events
- API + data partnerships

4️⃣ Marketplace Fees (Phase 3)

- 5–10% transaction fee on pet services
- Insurance partnerships
- Affiliate pet supplies

Slide 4 – Why Customers Will Accept This Model

Investors want to know: *Will people pay?*

Pet Owners

- Spend avg $1,500–$4,000/year per pet
- Emotional attachment drives high willingness to pay
- Safety + community = high value proposition

Local Businesses

- Hyper-local pet owners are high-LTV customers
- More efficient than Facebook ads
- Higher intent audience

Corporate Sponsors

- ESG alignment
- Brand loyalty from pet community
- Measurable rescue impact metrics

Key Insight:
Pet spending is recession-resistant. Emotional categories outperform logical ones.

Slide 5 – 5-Year Financial Projection (Preliminary)

(Show a simple upward curve chart)

Assumptions:

Year	Users	Paying Users (8%)	Revenue
1	10,000	800	$150K
2	50,000	4,000	$1.1M
3	150,000	12,000	$4M
4	400,000	32,000	$11M
5	1M	80,000	$30M+

Revenue Mix:

- 40% subscriptions
- 35% advertising
- 15% sponsorship
- 10% marketplace

Scalability Driver:
Digital infrastructure = low marginal cost per additional user.

Slide 6 – Competitive Advantage

- First pet-native neighborhood network
- AI-powered lost pet recognition (high emotional retention hook)
- Dual-sided marketplace (owners + rescues + businesses)
- Strong brand mission creates defensible loyalty

Moat = Network Effects
More users → more businesses → more rescues → more users.

Slide 7 – Exit Strategy & Investor Return

Investors care about exit.

Possible Acquirers:

- Chewy
- Petco
- Mars Petcare
- Rover

Why acquisition likely:

- Strategic data value
- Community access
- Customer acquisition channel
- ESG enhancement

Target valuation model:

- 5–8x revenue multiple at $30M revenue
- Exit potential: $150M–$250M+

Slide 8 – Investment Ask

- Seeking: $250K pre-seed
- Use of funds:
  - MVP development
  - AI model integration
  - Initial market launch (1 metro)
  - Community growth

Milestone:

- 10K users in first city
- $10K MRR validation
