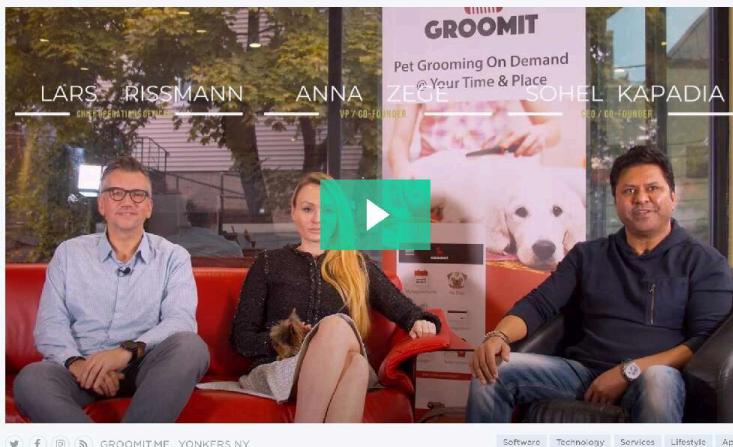


## Invest in Groomit

Groomit is an on-demand platform that connects pet owners with pet stylists.



GROOMITME YONKERS NY Software Technology Services Lifestyle App



ABOUT

UPDATES 3

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### Why you may want to invest in us...

- 1 Generated \$1.5 million in revenue in the NY market, easily scalable to major metro cities.
- 2 20,000+ registered users, 12,000+ groomings completed. Extensive network with 50+ expert groomers.
- 3 Underserved pet grooming market of over \$6 billion/yr and 7% annual growth.
- 4 Increased demand as an essential solution post-COVID-19 with limited contact grooming.
- 5 Partnerships with numerous building management companies and veterinarians that drive awareness
- 6 Highly reviewed by users on Yelp & Google Reviews 4.5+
- 7 Built and own the powerful full-stack platform that enables monitoring and maintaining of user/groomer relationship
- 8 \$2.5 million raised in investments & funding

### Why investors ❤️ us

WE'VE RAISED \$2,611,222 SINCE OUR FOUNDING



I've chosen to invest in Groomit for several reasons.

First, the business model is sustainable, scalable, and an outright better service offering to pets and pet parents.

Second, it is a positive example of what a company operating in the gig economy should be. Groomers are compensated fairly at above market rates and share in the majority of the revenue earned from the Grooming.

Third, the market demand for such a service is massive and pet ownership is growing. Lastly, and perhaps most important, it is run by a CEO that knows how to get things done and has a proven track record building successful companies.

This is evidenced by the company continuing to scale despite the pandemic. The CEO derisks the investment and execution risk. In today's world, it is my humble opinion that companies who offer a superior service, take care of their people and clients, and have the runway to scale are bound for success.

[read less](#)

**Saleem Elmasri** Managing Partner, Titan Advisory Services

[LEAD INVESTOR 0](#) INVESTING \$25,000 THIS ROUND



I believe in the vision of Sohel and the leadership of Anna Zege

**David Eitches** ★

[SEE MORE](#)

## Our team



**Sohel Kapadia**  
CEO  
*Build startup company to connect 10 Mill Users every month to make international phone calls. Peak revenue 180 Mill*

(in)



**Lars Rissmann**  
COO  
*Implemented european company in the north american market to grow to 35 mill revenue.*

(in)



**Anna Zege**  
Vice President Quality Control  
*Pet Business Background & Wealth Management, Business degree NYU.*

(in)

[SEE MORE](#)

## In the news



### On Demand Apps

Sit back and relax because these apps will be sure to make sure your errands get done- and you don't even need to leave your house!

July 28, 2020 @ nbcnewyork.com

[SEE MORE](#)

## Downloads

[Groomit Pitchdeck.pdf](#)

## We offer same-day pet grooming bookings with completely customizable service packages, all set up easily through our app.

Grooming is not just important in ensuring you have a happy pet, but a healthy one too.

But pet grooming is an ongoing effort and sometimes quite the time sink! Many would like to groom their pet more, but with how busy family and/or work life can be, it can be hard to simply find the time. **This is where we at Groomit step in!**

We excel in ensuring pets receive all the grooming they need to a professional standard. Our groomers have a passion for pets like no other; and to top it all off, they perform their work in pet owners home!

So if a pet could use a touch-up whether it be dog grooming or cat grooming we can handle it.



### As pet owners and lovers we realized that:

- Dogs and cats' parents need to wait for weeks to get an appointment with a good groomer.
- Pets get anxious about traveling to unfamiliar environments (mobile grooming and salons).
- There are serious pet health concerns in cages at salons & multiple handlers.
- Difficult finding good & reliable groomers consistently.

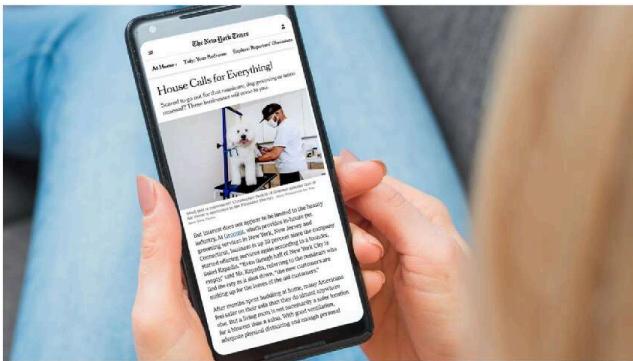




### Groomit is the solution

In-home pet grooming services, such as our own, come with many benefits for your lovely animals. **We offer a grooming service that:**

- A person can schedule an appointment for the **same day** through our mobile app.
- Pet owners can book at their **desired time**, anytime.
- **No traveling** required - the groomer comes to your home or apartment.
- **A personalized and safe** experience for the pet in a familiar environment.
- Pets receive the best care with **natural & organic products**.
- Have an extensive network of **certified & insured groomers**.



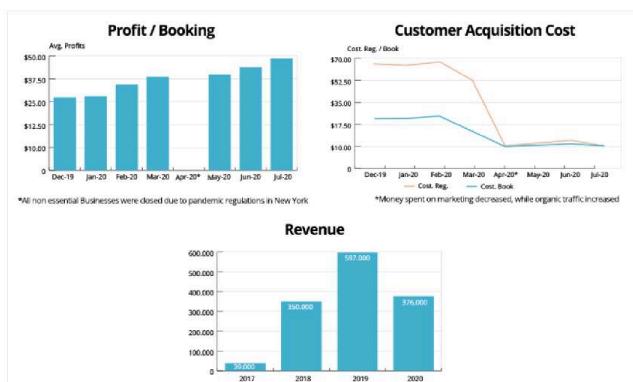
We've featured in NY Times, July 2020.

With our services at Groomit, owners get even more benefits, they can pick a favorite groomer, meaning that you can continue to get the same groomer for subsequent appointments.

It's also incredibly easy to set up appointments! Through our app or the website, they can have a confirmed appointment within minutes.

Additionally, all of our groomers follow the safety procedures recommended by the CDC and the WHO, so you can rest easy knowing that there is a minimal risk of Coronavirus.

### Trends



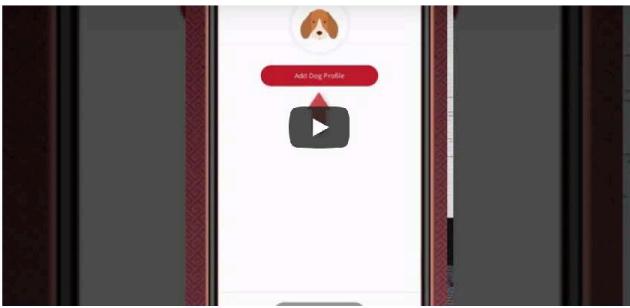
### How it works

**Pick it** Choose one of our three grooming packages for your dog or cat. Personalize their experience by selecting some of our organic shampoos and optional add-ons.

**Book it** Schedule an in-home grooming appointment for when it is most convenient for you. We even offer same-day appointments.

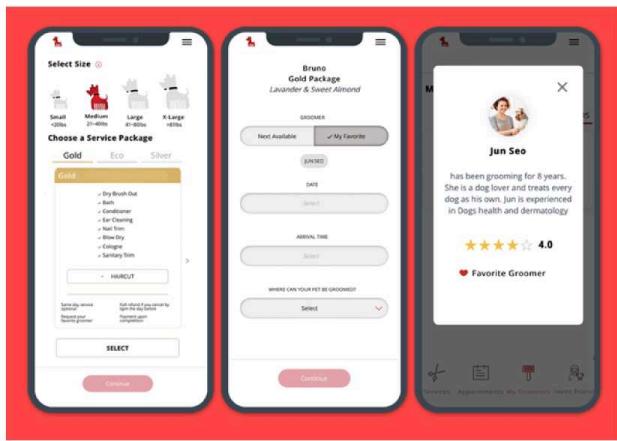
**Groom it** Now you can simply sit back and relax!





### UX/UI and tech stack Improvement

With our team in Argentina, we are constantly looking to be on top of the technology stack helping pet parents to have the best experience while booking a grooming appointment with their pets.



### Groomit is highly reviewed

**Groomit - In Home Dog / Cat Grooming**

Hours: Open 24 hours • Phone: +1 888-396-7170 • Appointments: [groomit.me](http://groomit.me)

4.9 ★★★★☆ 239 Google reviews

Questions & answers

Ask a question

Send to your phone

Google Reviews

**Groomit** • Groomed

5 reviews • Details

Pet Groomers • Open: 8:00 AM - 10:00 PM • Hours updated 1 month ago

Write a Review Add Photo Share Save

**COVID-19 Updates**

We take all precautions: Face-mask, Gloves, Shoe Covers, Social Distancing, Sanitize all tools after every grooming. If you have questions please email [help@groomit.me](mailto:help@groomit.me)

Updated services

In-person visits

**Health & Safety measures** From the business

- Contactless payments
- Masks required
- Staff wears gloves
- Staff wears masks
- Sanitizing between customers
- Social distancing enforced

**Services Offered** Verified by Business

- Anal Gland Expression
- Blow Drying
- Coat Conditioning
- Eye Cleaning
- Bath
- Body Trimming
- Ear Cleaning
- Finishing Spray

**yelp**

Yelp Reviews

## Investor Q&A

### What does your company do?

An on-demand platform that connects pet owners with pet stylists for in-home grooming services

[+ EXPAND ALL](#)

### Where will your company be in 5 years?

In five years we plan to be in 30 cities and help 1 million pets get groomed in home at most comfortable environment.

### Why did you choose this idea?

### How far along are you? What's your biggest obstacle?

### Who competes with you? What do you understand that they don't?

### How will you make money?

### What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed?



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#### Say Hello

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