

# .kaboodle

EXPLORE ALL THINGS PET

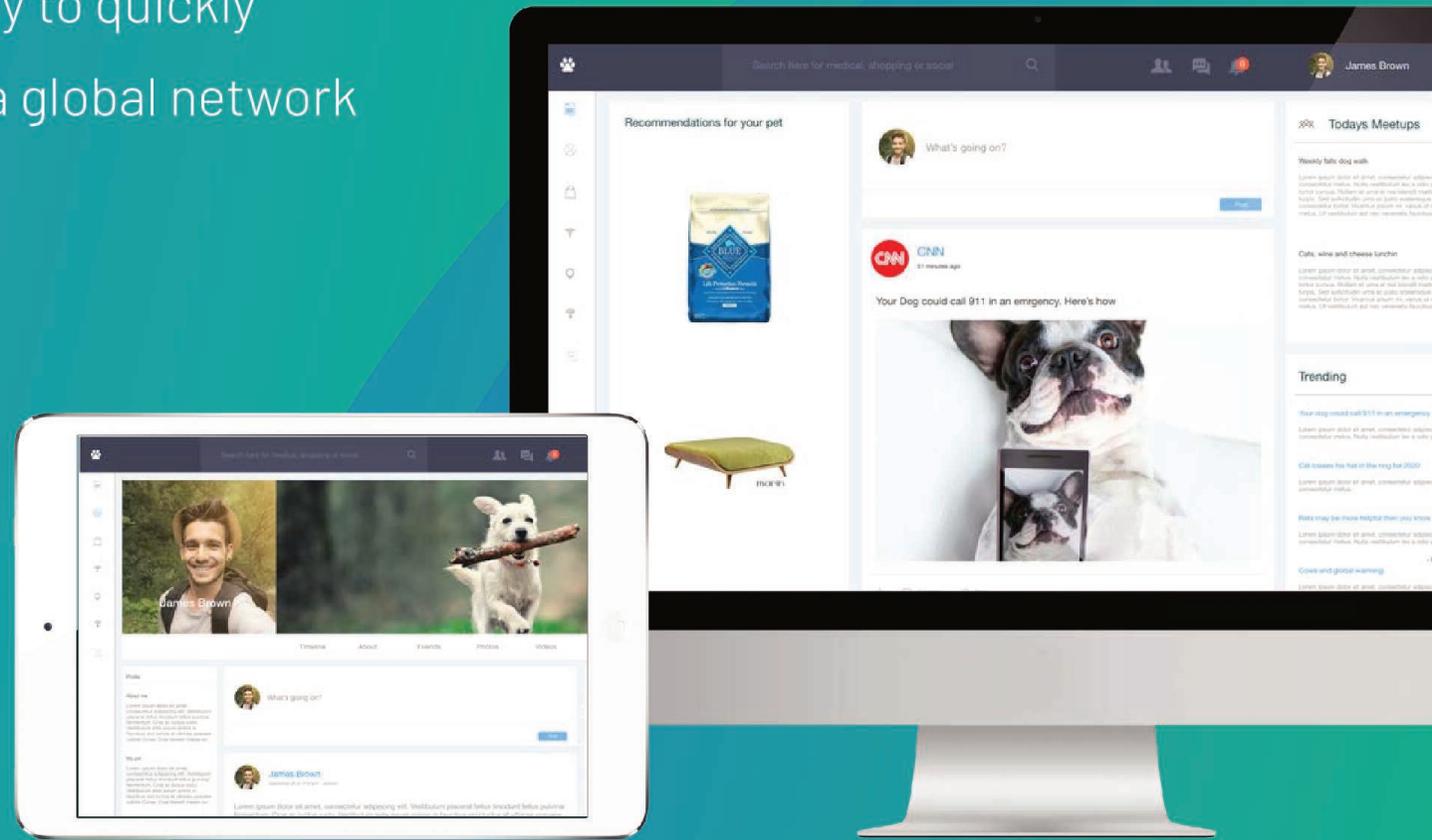
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## Investor Deck



**.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.**

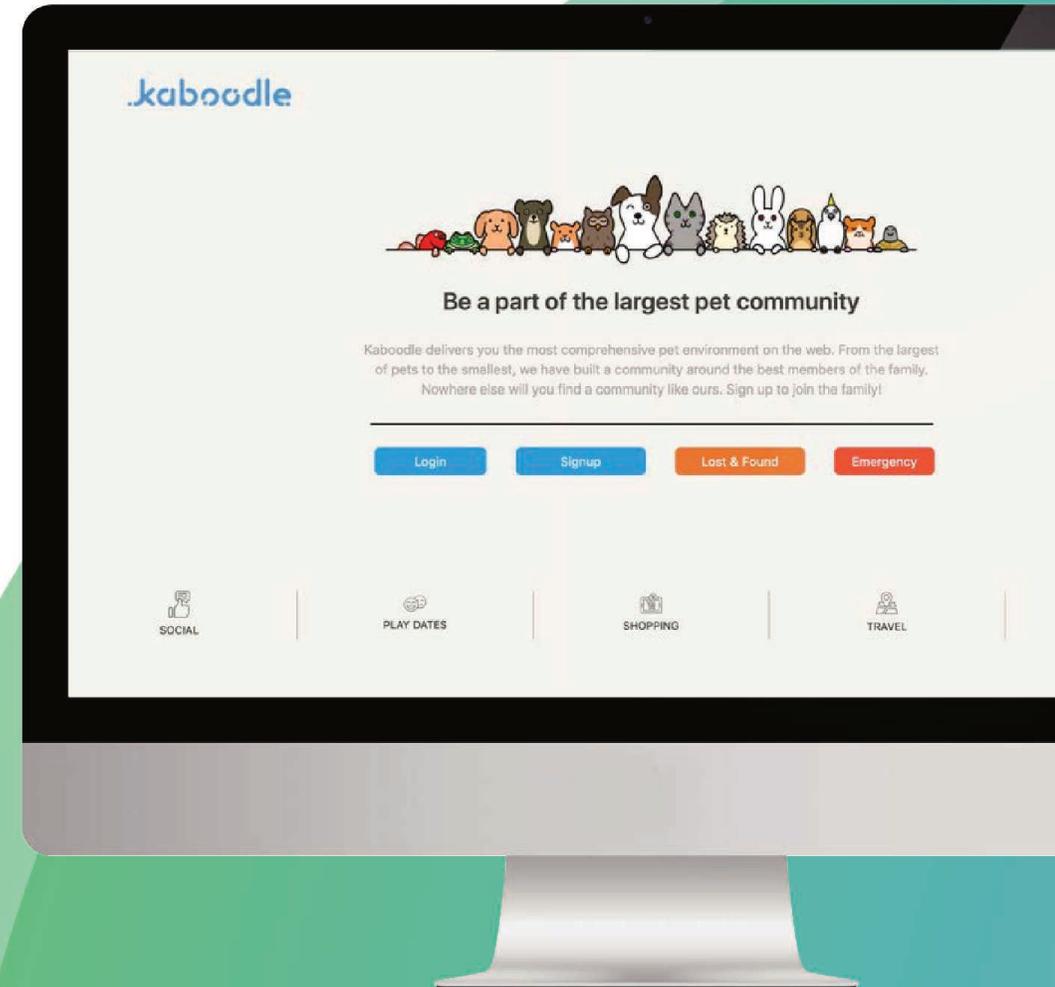
Demand for innovative pet service options and pet health care will continue to aggressively drive worldwide revenue.



## 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

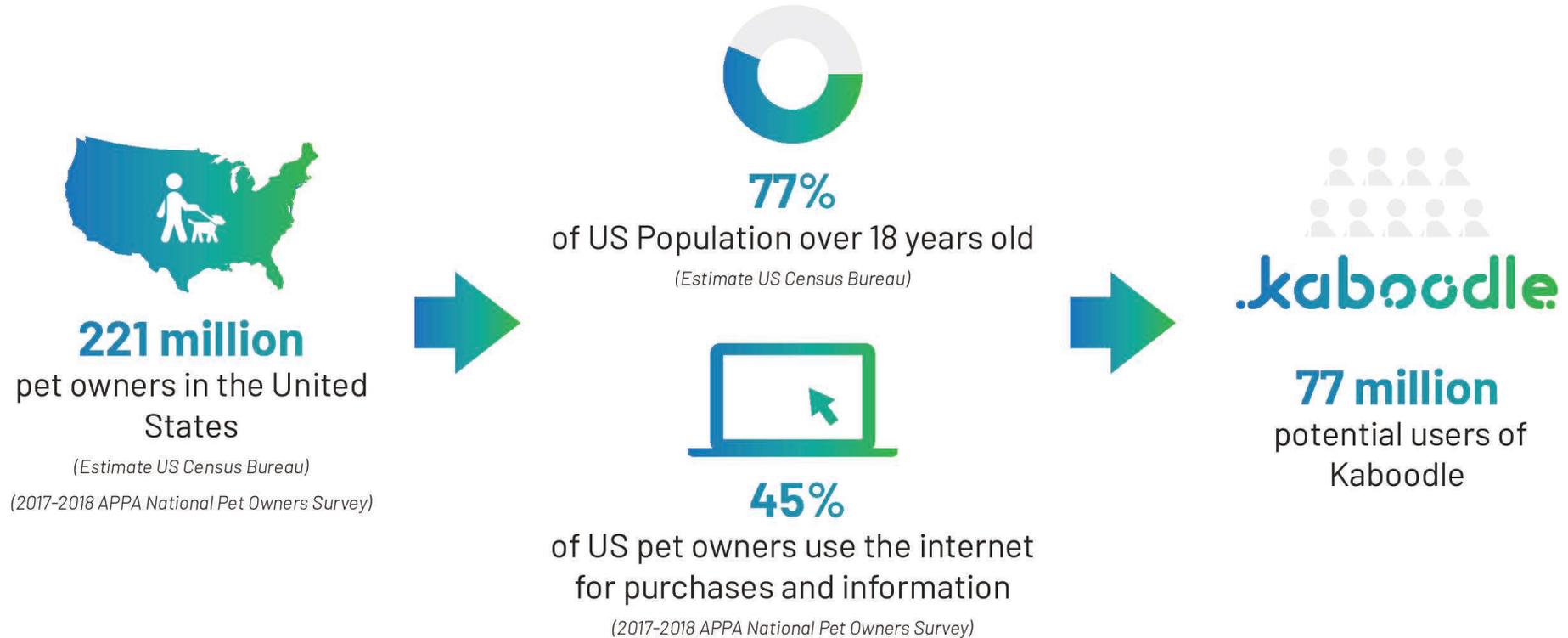
COMPETITION

# 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                          |
| Households                    | 117,716,237 | US Census Bureau                          |
| People per Household          | 2.77        | US Census Bureau                          |
| Percent over 18               | 77.2%       | US Census Bureau                          |
| People over 18                | 251,455,205 | US Census Bureau                          |
| Households with Pet Ownership | 68%         | 2017-2018 APPA National Pet Owners Survey |

|  |   |   |
|--|---|---|
| % of people using internet as information source | 45%   | 2017-2018 APPA National Pet Owners Survey   |
| Household with Pets                              | 80,047,041  | Households x Households with Pet Ownership  |
| Total People with Pets                           | 221,489,041   | Households with Pets x People per Household |
| People with Pets over 18 Years Old               | 170,989,540   | Total People with Pets x Percent over 18    |
| Potential Users                                  | (People with Pets over 18 Years Old using Internet as information source) |   |

\*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



2020



**37 million**  
Visits per year

**0.2%**  
Penetration Rate\*

**220 million**  
Impressions

**665,000**  
Revenuable clicks

**0.5/yr**  
User visits

**0.1/mo**  
User visits

2021



**245 million**  
Visits per year

**0.9%**  
Penetration Rate\*

**5 billion**  
Impressions

**15 million**  
Revenuable clicks

**3/yr**  
User visits

**0.3/mo**  
User visits

2022



**1.2 billion**  
Visits per year

**4.0%**  
Penetration Rate\*

**26 billion**  
Impressions

**80 million**  
Revenuable clicks

**15/yr**  
User visits

**1.3/mo**  
User visits

\* 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)

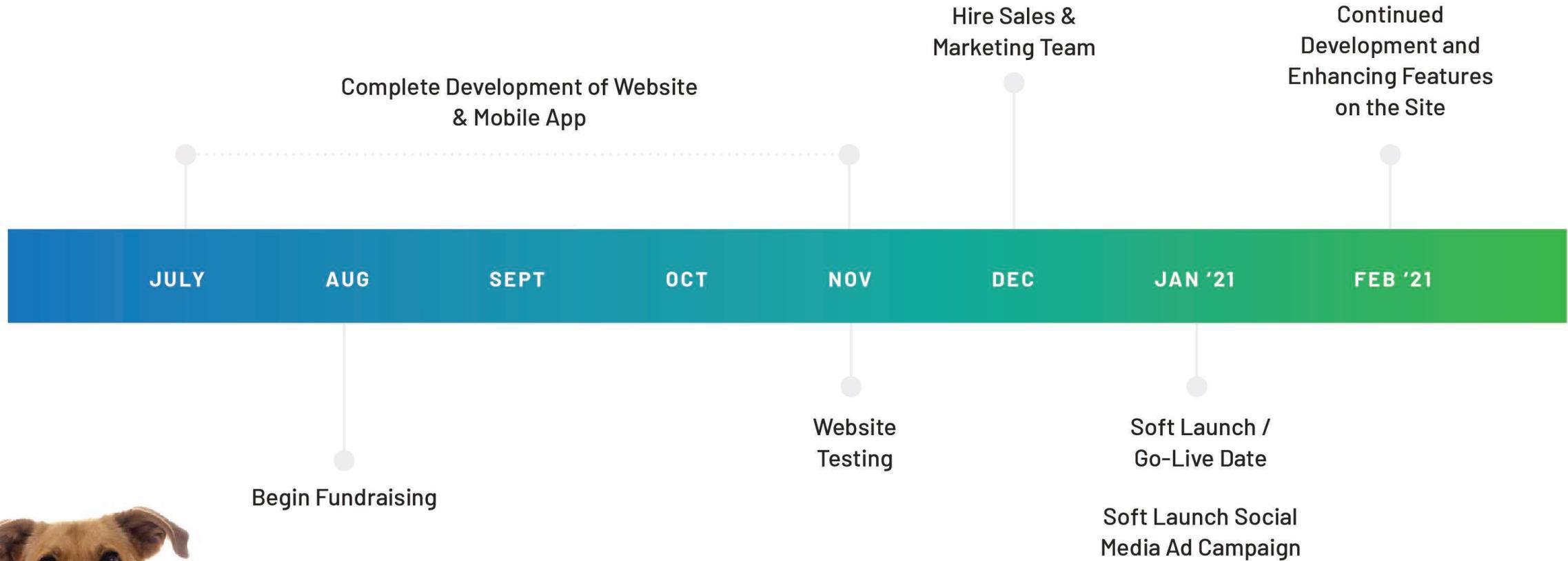


## How we will reach our market to support the financial projections

- 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



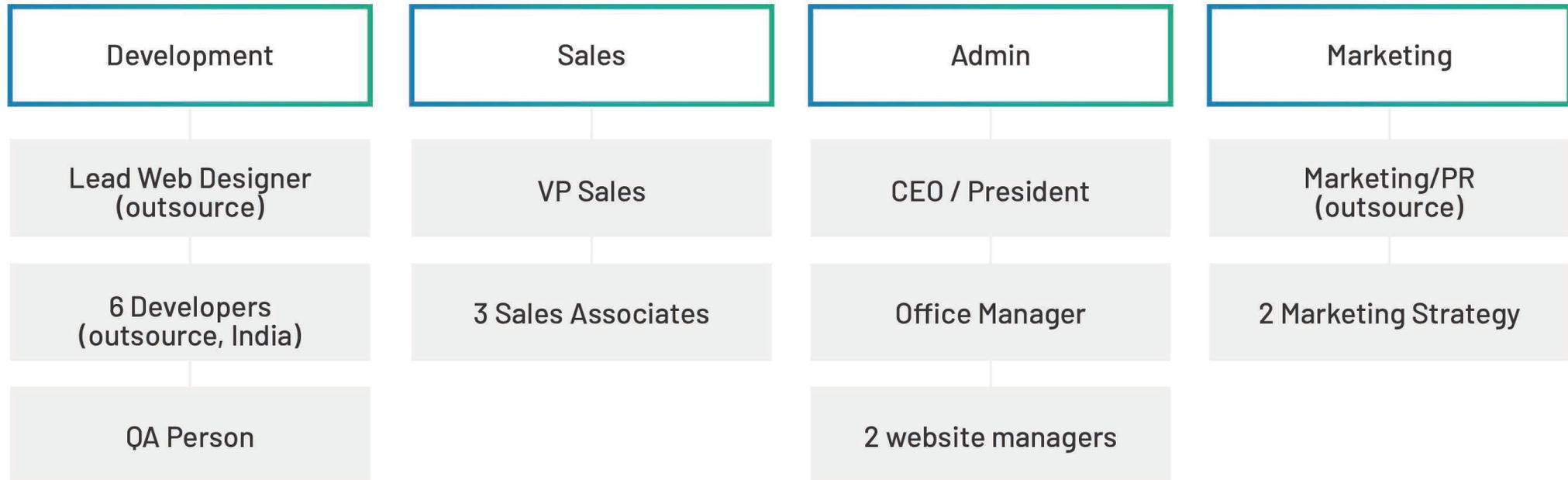
## How the investment funds will be used



|                                   |             |                         |                    |
|-----------------------------------|-------------|-------------------------|--------------------|
| Development                       | \$335,000   | Professional fees/other | \$95,000           |
| Advertising, branding & marketing | \$1,800,000 | Salaries*               | \$765,000          |
| Operating expense                 | \$410,000   | <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.

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