PET SKY NOOK

A window of opportunity in pet care. Outdoor freedom for indoor pets, built for apartment living.



petskynook.com New York, NY

Highlights

1. Working prototype built and installed in a real New York City apartment window.
2. Designed for renters: a window-mounted pet balcony with no drilling into exterior walls.
3. Beyond cats: designed for small dogs, birds and reptiles, expanding our potential customer base.
4. Full CAD drawings complete, and a pre-launch waitlist is live at petskynook.com
5. Founder-developed on approximately $7,000, with a U.S. provisional patent application filed.
6. Raising $123,000 to reach Global Pet Expo in March 2027 and fund our first production run.

Team



Isa Bako Founder SPV Voting Proxy

Isa is a New York cat owner who designed PetSkyNook for his two cats and built the first working prototype in his own apartment window.

Pitch Deck





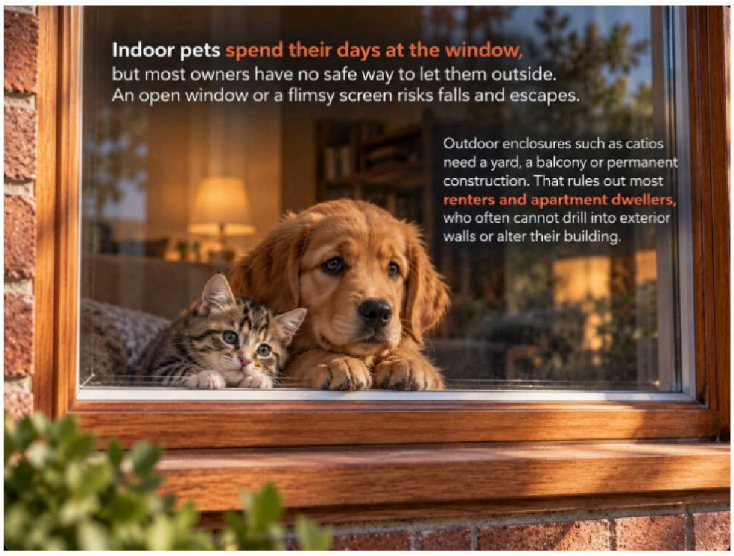
Memo

Summary

PetSkyNook is a fully enclosed balcony that installs in a standard window, giving indoor pets safe time in the open air. We are raising $100,000 in our Wefunder community round to take PetSkyNook from a working prototype to the Global Pet Expo in Orlando, March 17–19, 2027, the pet industry's largest trade show.

The prototype is built and installed in a New York City apartment window, and a U.S. provisional patent application has been filed.

The problem



"They can see the world. They just can't step into it."

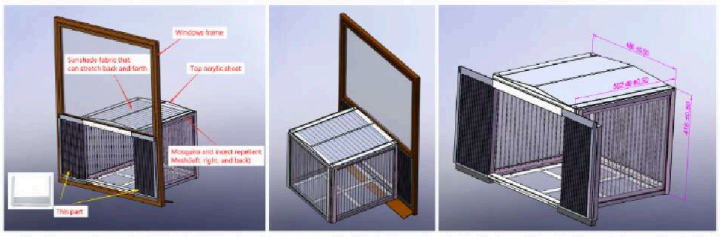
The Solution



PetSkyNook sits in the window opening and extends outside as a fully enclosed balcony. The owner raises the window, sets the nook on the sill, stretches the accordion side panels to fill the gap, and closes the window onto the top channel.

Nothing is drilled into exterior walls.

Detail



Enclosure size -- 502 × 480 × 418 mm (19.8 × 18.9 × 16.5 in)

Frame -- Powder-coated aluminium with rod bars

Sides and back -- Bars backed by insect mesh

Roof -- Clear acrylic with a sliding sunshade fabric

Floor -- Clear panel with a cushion

Window fit -- Accordion side panels that close the gap in the window

Pets -- Cats, dogs, snakes, iguanas, birds and any pet up to 30 lb

IP -- Patent pending (U.S. provisional application)

Progress so far



PetSkyNook has gone from an idea to a working, patent-pending prototype on about $7,000 of founder funding.

- **Design:** full CAD drawings of the enclosure and window insert are complete.
- **Prototype:** a working unit is installed in a New York City apartment window and used daily by the founder's two cats.
- **Patent:** a U.S. provisional patent application, "Window-Mounted Pet Perch with Transparent Panels," has been filed with the USPTO.
- **Brand and website:** the brand, logo and website at petskynook.com are live, with an interactive 3D model and a pre-launch waitlist.

Who it's for

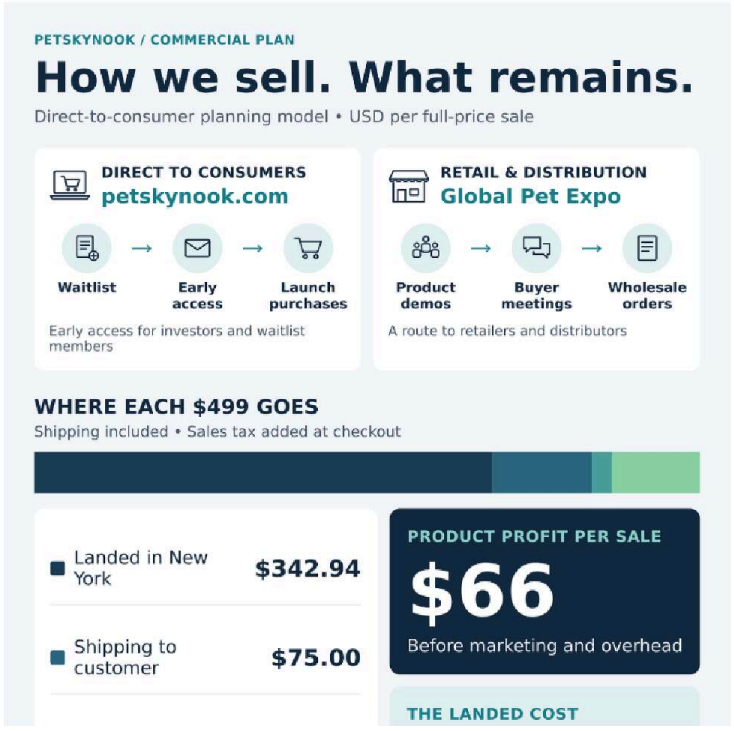
A.I rendering



Our first customers are pet owners in apartments and rented homes who want outdoor time for their pets but can't build a catio. Dense cities like New York, where we built and tested the prototype, are our starting point.

Because PetSkyNook works for any pet up to 30 lb, it reaches beyond cat owners to owners of small dogs, reptiles and birds and much more.

How we'll sell it





We plan to sell PetSkyNook two ways: directly to pet owners through petskynook.com, and through pet retailers and distributors.

- **Direct to consumers:** our waitlist gives us a first group of buyers for launch, with early access for investors and waitlist members.
- **Retail and distribution:** the Global Pet Expo is where pet retailers, distributors and buyers source new products. Exhibiting there is our main route to wholesale orders to companies like Chewy, Petco, Petsmart, Walmart and Target.
- **Pricing:** planned retail price of $499 with shipping included. Our manufacturer has quoted $115 per unit for the finished enclosure. With the cushion, packaging, hardware and assembly tool, the unit costs about $136 at the factory. At the highest likely U.S. tariff (77.5%), we estimate about **$343 landed in New York** after tariffs, ocean freight, port fees and customs, leaving about **$66 per sale** before marketing and overhead.

The raise

We are raising $100,000 by selling Preferred Units, which are ownership in PetSkyNook. The minimum investment is $250.

- Price: $1.00 per unit, a $1,000,000 pre-money valuation
- **Early bird: the first $50,000 invested gets $0.75 per unit, 25% off**
- **Example: $1,000 buys 1,333 units as an early bird, or 1,000 units after that**
- **Ownership: at the full $123,000, investors would own about 12.3% of the company**

What your units give you

- **You're first in line if we sell.** If PetSkyNook is sold or wound down, investors get their money back before the founder does. If your share of the sale is worth more, you get that instead.
- **You share in profits.** If the company pays out profits, investors share in them alongside the founder, based on how many units each person holds.
- **Nothing is promised.** There are no fixed payments, no interest and no guaranteed return. Units are nonvoting, so the founder runs the company day to day.

What the money does

The first $50,000 takes us to the Global Pet Expo in Orlando (March 17–19, 2027), where retailers and distributors find new products. The second $50,000 pays for our first production run of about 130 units, so orders taken at the show can be filled right away.

Full terms are in our Form C.

130 units. $64,870 in revenue.

Conservative case from our pitch deck • $499 each • Shipping included

$64,870	$20,288	$8,592
Sales revenue	Gross profit[1]	Product profit[2]

FROM SALES TO PRODUCT PROFIT

Revenue: 130 × $499	$64,870
Landed cost: $342.94 / unit	−$44,582
Gross profit[1]	**$20,288**
Shipping: $75 / unit	−$9,750
Card processing: 3%	−$1,946
Product profit[2]	**$8,592**

PER UNIT

Price, shipping included
$499.00

Landed cost
−$342.94

Shipping and card fees
−$89.97

Product profit per unit
$66.09

Before marketing and fixed overhead. With the lower tariff (about 40%), it roughly doubles.

A PROPOSED PLAN TO SELL ALL 130 UNITS

65
WAITLIST & EARLY ACCESS
Launch to the waitlist; follow up with product demos and clear delivery dates.

27
EXPO-GENERATED DTC SALES
Capture pet-owner leads at the show; follow up with the $499 direct offer.

38
PAID & CREATOR-ASSISTED SALES
Test creative, retarget interested shoppers, and track acquisition cost per purchase.

65 + 27 + 38 = 130 FULL-PRICE SALES

Illustrative channel targets, not committed orders. Marketing is not included in the $66 per sale, as in our pitch deck.

[1] Landed cost per unit: factory $136, tariffs at 77.5% $105.40, ocean freight and port $80.77, trucking and customs $20.77. Gross margin 31.3%.

[2] Product profit is before marketing, fixed overhead and taxes; it is not net profit.

Conservative case: the highest likely U.S. tariff (77.5%). A lower tariff ruling raises profit per sale.

Investors own Preferred Units (equity), so no revenue share is paid out of sales.

Full-price scenario excludes launch discounts and investor-perk units. Wholesale orders need a separate selling-price model.

No sales deadline or conversion rate is assumed. Track actual channel performance and revise the targets after launch.

NET PROFIT: not yet determinable until marketing, fixed overhead, actual taxes and final accounting are known.

Financial breakdown

PETSKYNOOK / COST PER COMPLETE UNIT

Every component. Every cost.

$115 enclosure + $21 accessories and packaging = $136 factory cost



Enclosure
$115.00
Manufacturer quote



Cushion
$8.00
Supplier-based estimate



Printed shipping box
$6.00
Supplier-based estimate



Styrofoam inserts
$3.00
Supplier-based estimate



Bolts and hardware kit
$2.00
Supplier-based estimate



Labels & instructions
$1.00
Supplier-based estimate



Assembly tool
$1.00
Supplier-based estimate



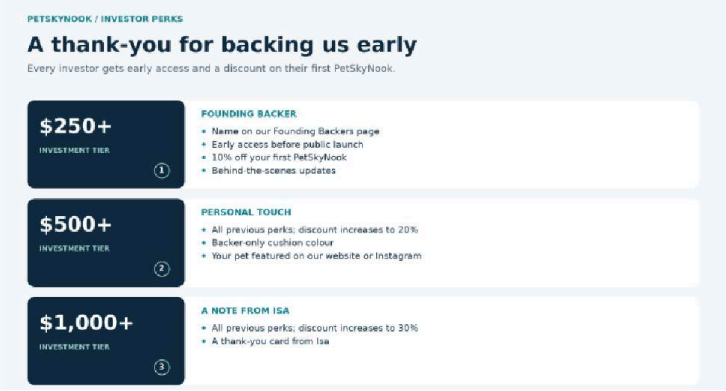
Landed cost in New York



We plan on the highest likely tariff, 77.5%, so each unit lands at about $343. If Section 232 does not apply, the rate is about 40% and each unit lands at about $292. We will confirm the classification with a licensed customs broker before ordering.

At current tariffs, direct sales are profitable, but wholesale at the usual 50% of retail is not. Before the Expo, we will set a wholesale price that covers our costs and work with the manufacturer to lower unit costs on larger orders.

Investor perks



$2,500+
INVESTMENT TIER 4

YOUR OWN PETSKYNOOK
- All previous perks
- A free PetSkyNook from the first production run
- A video call with Isa

$5,000+
INVESTMENT TIER 5

HELP SHAPE WHAT'S NEXT
- All previous perks
- Help name a future colour or accessory
- Thank-you credit in first-run packaging

PERKS ARE SEPARATE FROM INVESTMENT RETURNS
Higher tiers include earlier perks. Discount levels replace earlier discounts; they do not add together.

Perks are a thank-you for early support. The investment terms are described separately.

Milestones

PETSKYNOOK / PLANNED MILESTONES

The road to Global Pet Expo

Next milestone: exhibit in March 2027 with show-ready units



1

Close the Wefunder raise

Secure funding for the next phase.



2

Finalize design & show units

Work with the manufacturer and order show-ready units.



3

Complete safety & load testing

Test the final design before launch.



4

Confirm tariff classification

Review product classification with a licensed customs broker.



5

Order & import ~130 units

Place the first production order and ship units to New York.



6

Prepare the Expo booth

Book the booth; prepare displays and marketing materials.



7

Exhibit at Global Pet Expo

MARCH 2027

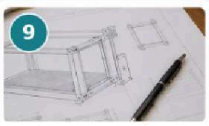
Meet retailers and distributors.



8

Fulfill first orders

Serve Expo buyers, waitlist members and investors.



9

File the full patent application

Non-provisional filing target: within 12 months of provisional filing.

PATENT DEADLINE RUNS IN PARALLEL

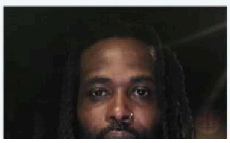
Track the deadline from the provisional filing date; it is independent of the Expo schedule.

Illustrative roadmap: planned activities, not completed milestones. Several workstreams may overlap.
A.I. illustrative images, not photographs of actual testing, manufacturing, shipping or Expo participation.

Founder

PETSKYNOOK / MEET THE FOUNDER

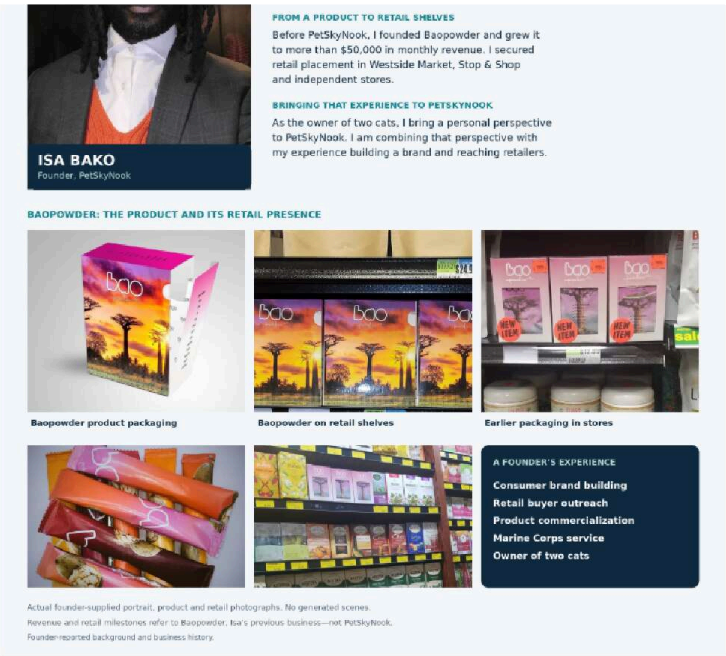
Built by someone who has done it before.



Isa Bako

Entrepreneur. Marine Corps veteran. Owner of two cats.

$50,000+
Monthly revenue reached at Baopowder



Isa Bako, Founder and CEO, designed PetSkyNook for his two cats and built the first working prototype in his own New York apartment window. He took the product from CAD drawings to a patent-pending prototype, traveled to China to upgrade it, and built the brand and website himself.

Risks

Investing in an early-stage company is risky, and you could lose your entire investment. Preferred Units carry no guaranteed return and are hard to sell. You may not see any return unless the company is sold or pays out profits.

- **No revenue yet:** PetSkyNook has not sold any units, and demand is unproven.
- **Manufacturing:** lead times are not yet confirmed with a manufacturer.
- **Tariffs and costs:** U.S. tariffs on our product could be as high as 77.5%, and rates can change. Higher costs would reduce our profit per sale, and wholesale pricing is not yet profitable.
- **Safety and liability:** the product holds pets above street level, so a failure could cause injury and liability claims.
- **Window and building fit:** it may not fit every window type, and some buildings or landlords may not allow it.
- **Patent:** the provisional application expires after 12 months unless a full application is filed, and a patent may never be granted.
- **Single founder:** the company depends heavily on its founder.
- **Competition:** other pet product companies could release similar products.
- **More funding needed:** we expect to need about $125,000 more in years 2–4. If we can't raise it, growth could slow or the company could fail.
- **Dilution:** future fundraising would reduce your ownership percentage, and new investors could receive terms ahead of yours.
- **Limited liquidation preference:** you are paid before the founder only if money is left after creditors. In a weak sale or shutdown, you could get back less than you invested, or nothing.
- **No vote, limited control:** Preferred Units are nonvoting. The founder makes all decisions, can require you to sell your units in a sale of the company, and must approve any transfer.
- **Hard to sell:** there is no market for these units, and transfers are restricted by law and by our operating agreement. Plan to hold your investment for many years.
- **Taxes:** PetSkyNook is an LLC taxed as a partnership. You'll receive a K-1 tax form and may owe tax on your share of profits even if no cash is paid out.