

dogdrop

The Future of Dog Daycare is Dogdrop

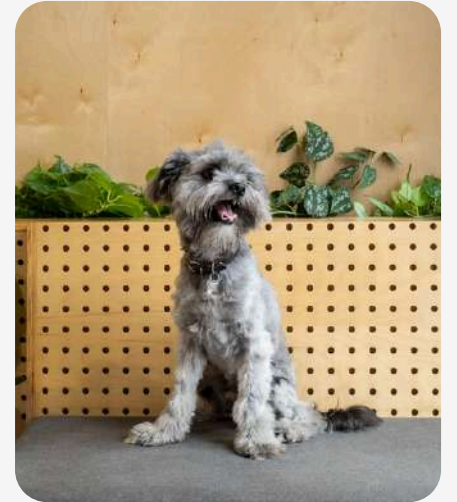
Be a pioneer in the \$120B pet care industry with Dogdrop. Secure your place in a 2.0 franchise model that prioritizes innovation, efficiency, and growth.

Version 1.1

Updated September 24

Content

Our Mission	04
About Us	07
Why Dogdrop?	11
The Investment	13
Fee Breakdown	14
How We Support Franchisees	18
Testimonial	20
Our Ideal Candidate	22
Path to Ownership	24





dogdrop

Daycare for
DOGS

250

Join the waitlist



www.dogdrop.com/hollywood
[getdogstropca](mailto:hollywood@dogdrop.co)

We're hiring

for questions or open roles
email: hollywood@dogdrop.co



dogdrop

Dog care like it's never existed before. Coming to Hollywood 2023.

250

Los Angeles
Hollywood Store
Coming soon windows



dogdrop

Join Us in Serving the 90 Million Pet-Loving Households Across the U.S

At Dogdrop, we help franchisees build thriving businesses through streamlined operations, innovative technology, and comprehensive training. Our proven model, combined with cutting-edge tools, allows you to focus on growth while delivering top-tier care to dogs in your community. With ongoing support and resources, Dogdrop makes it easy to succeed in the rapidly growing pet care industry.

A better and more accessible dog daycare for everyone

We create convenient, beautiful, small-footprint dog daycares where our trained team provides expert care for dogs—whether it's for an hour or the entire day—so dog parents can focus on their day worry-free

With our growing network of franchise locations, we aim to set a new standard in the pet care industry by continuously building trust with our customers, improving and standardizing safety protocols, and ultimately building a community.





✦ High Quality

📍 Convenient

⚡ Consistent





High Quality

- ✓ Carefully designed stores with a focus on dog comfort.
- ✓ Highly motivated and trained staff
- ✓ Clear transparency, strong trust, and effective communication with customers.
- ✓ Offer too many services without one refined offering



Convenient

- ✓ Strategic locations near high density residential areas
- ✓ Can accommodate short and long stay
- ✓ Proprietary technology to enhance customer experience and store operations
- ✓ Wide price offering to appeal to a larger customer base.



Consistent

- ✓ We set up high standards for an unregulated industry
- ✓ Attract younger demographics with our core offer and branding
- ✓ Provide an exceptional experience for both dog parents and their pups.



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The best care for your dog.

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Join us in building the fastest growing franchise in one of the fast growing industries.



Dogdrop provides a unique, high quality dog daycare: convenient, great customer service, and flexible (quick stops) for the customer.



We land ideal locations for large customer bases based on our unique approach to property partnership structures and our modular retail design.



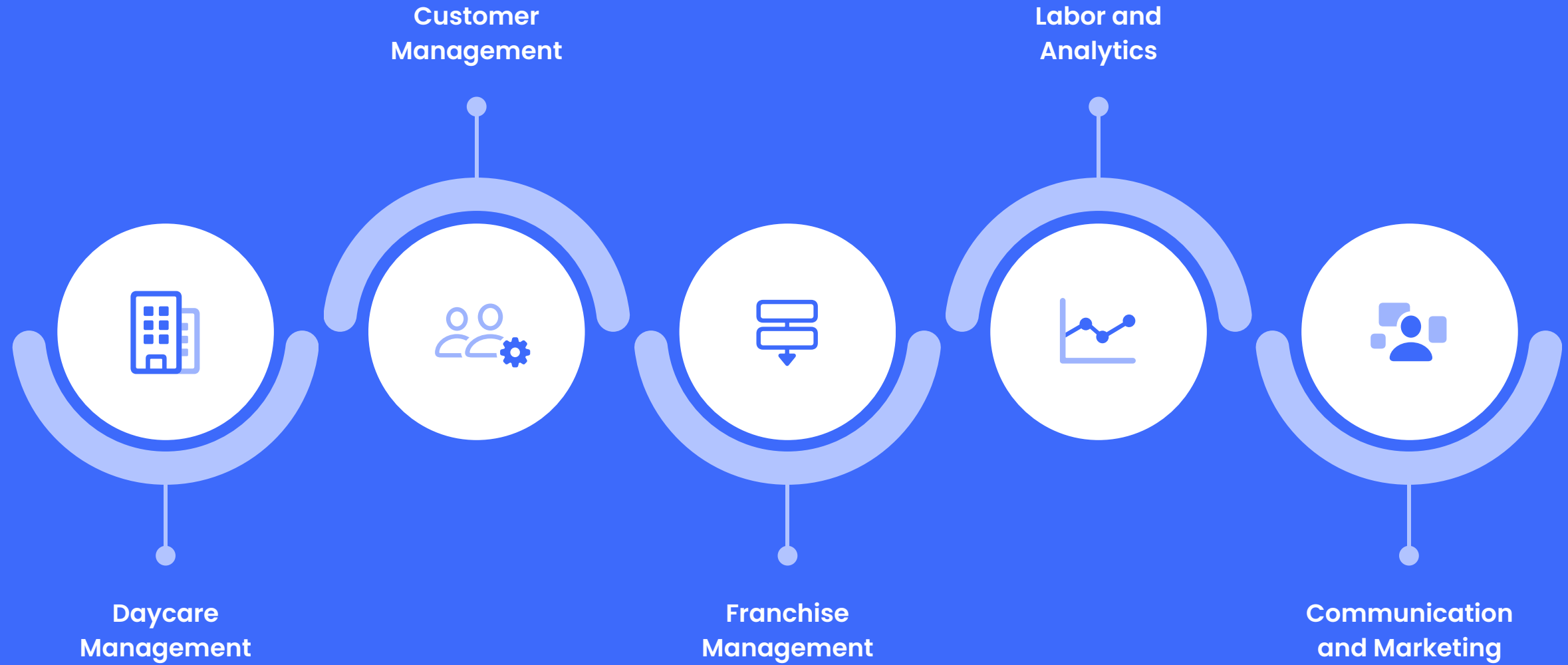
This allows us to scale location count on corporate and franchise more rapidly than other service providers.



Locations are supported by our dedicated HQ team, specializing in streamlined back-end operations, marketing and technology.

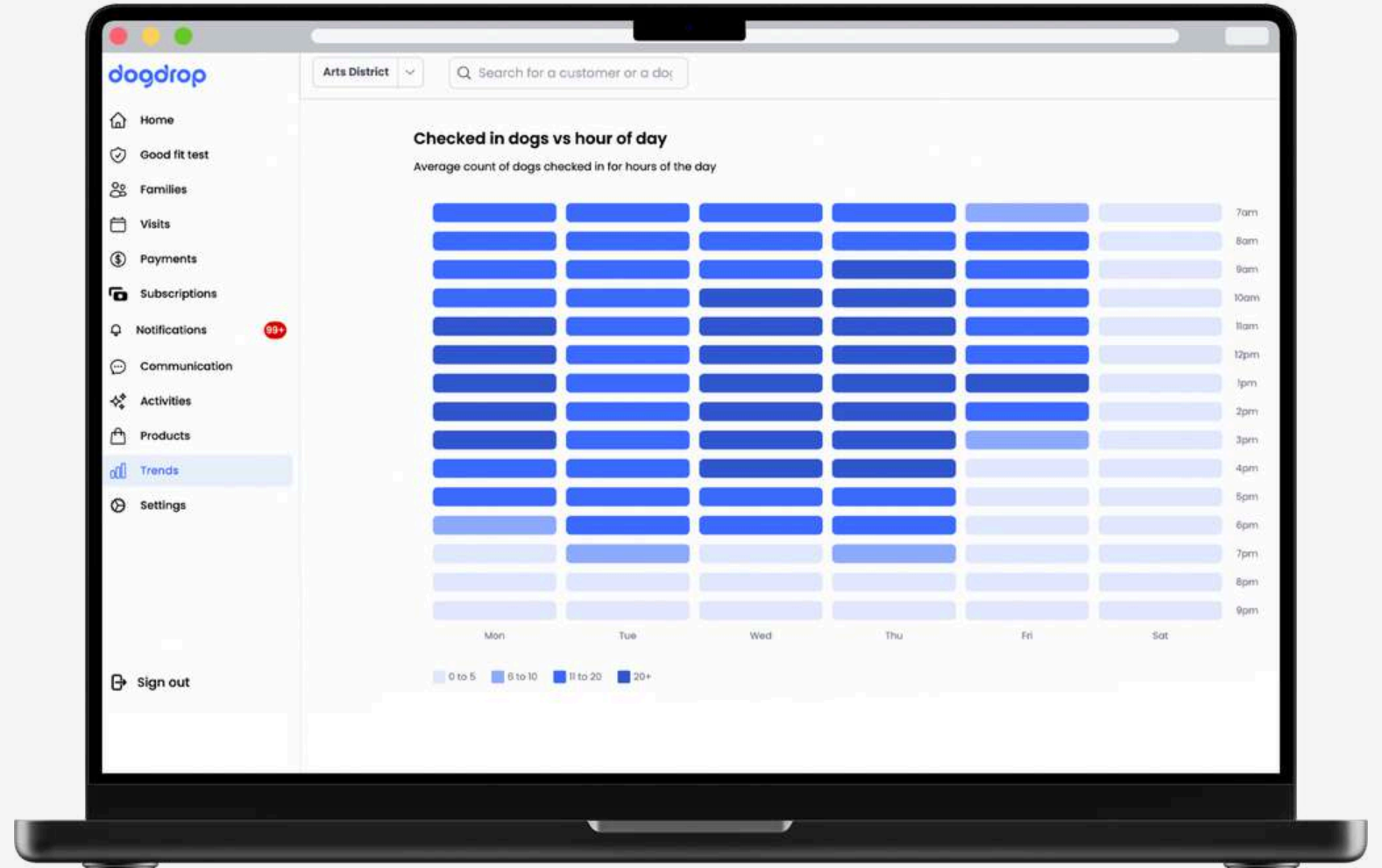


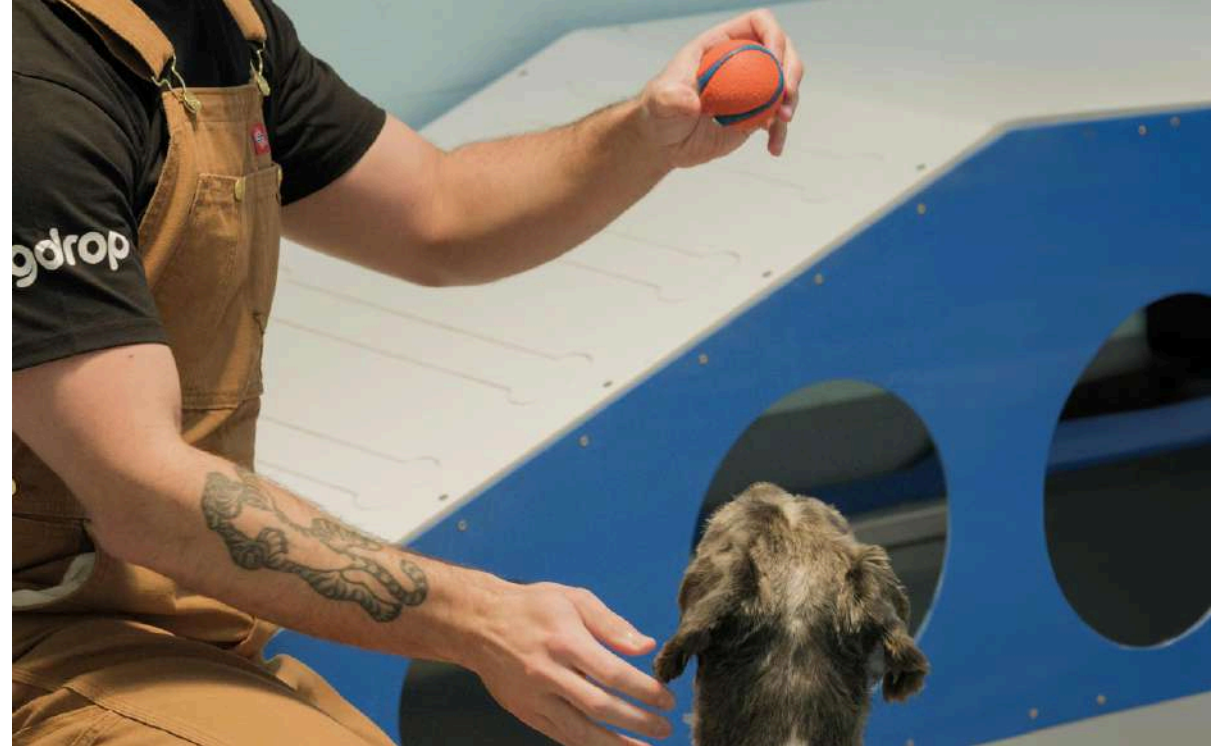
Which has allowed us to achieve high customer LTV at each location, scale each location to a high MRR level quickly, and more efficient labor management inside the unit.



One of our key differentiators:
Our proprietary software

Designed to support your success, our proprietary software integrates both daycare and customer management functions into a single, streamlined platform.







High level investment details

Understand the financial commitment and growth opportunities that make Dogdrop a smart investment in the booming pet care industry.

Initial investment	\$302,000 – 568,000
Franchise fee	\$12,000
Royalty	2%
Brand Fund	2%
Digital Infrastructure	4%

Know where your investment is going

Our fee structure reflects our commitment to your success, offering a pay-as-service-is-rendered approach. Here's a clear breakdown of how your investment works when partnering with us.

1 Platform Onboarding

● Fee: \$10,000



Due: <10 days after effective date

Includes a customized wiki with your new store opening tracker, training modules, pre-sale playbooks, communication hub, and other proprietary resources designed to support your store's successful launch.

2 Site Selection & Construction

● Fee: \$7,000



Due: <20 days after effective date

We'll assist you in finding the perfect spot for your location and guide you through the construction process. Whether it's site selection or navigating the build-out, we're here to work with you and your vendors.

3 Technology Set up

● Fee: \$7,000



Due: 60 days after effective date

This fee covers the setup of essentials, including your localized website, phone numbers, email addresses, CRM system, custom payment processing, and other tools to streamline operations.

4 Marketing & Design

 Fee: \$7,500



Due: 90 days after effective date

Our professional designers create custom marketing materials, including window vinyls, grand opening materials, and localized collateral, ensuring your location looks as great as it operates.

5 Training at Dogdrop HQ

 Fee: \$7,000



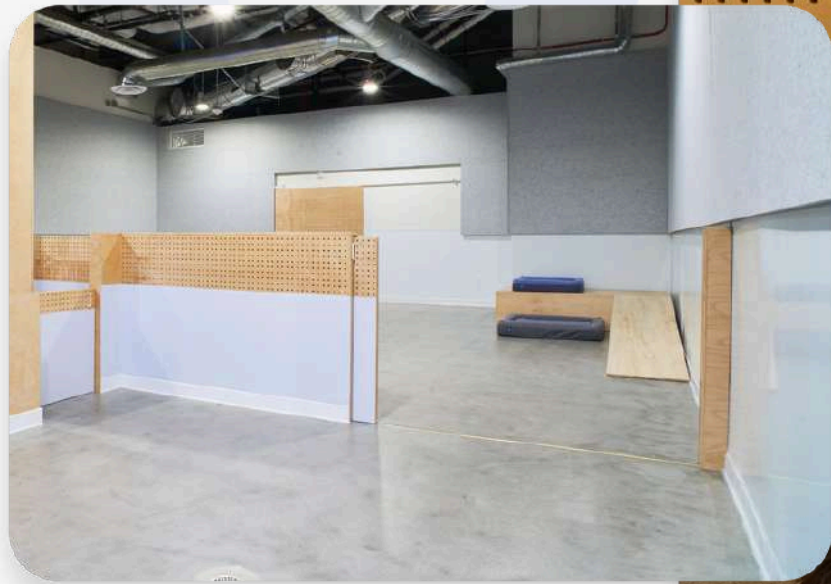
Due: 10 days before training

We'll train you and your team (up to three people) with hands-on learning at our HQ. This fee covers the training sessions where you'll get everything you need to operate your business confidently.

6 Grand Opening Support

 Fee: Waived until 3/2025

We'll be there for your first grand opening, assisting with store setup, preparing for the first week of Good Fit Tests, and offering guidance on managing initial staff training. We can't wait to support your opening!



dogdrop

dogdrop
Suite 110

dogdrop
Arts District

dogdrop
Arts District

Try your first
meal on us!

Dogs are people too.™
They want to hang
out with their friends.



Drop in
today!

Los Angeles
Arts District Store



How we support franchisees

We've built a franchise system focused on supporting franchisees from the very beginning of their journey, all the way to daily operations. Take a look at all the ways we help you succeed.

[Dogdrop.co/franchise](https://dogdrop.co/franchise)

How We Support Franchisees



Included

Initial and ongoing training

- ✓ Employee Handbooks
- ✓ Attracting & Retaining
- ✓ Talent
- ✓ Training Modules
- ✓ Ongoing Support



\$350/mo

Offsite Onboarding & Lead Gen Support

- ✓ Appointment Scheduling
- ✓ Vet Record Retrieval
- ✓ Vet Record Maintenance
- ✓ Customer Service Triage
- ✓ Local Listings Mgmt
- ✓ Reputation Mgmt Support



\$450/mo

Marketing & Advertising

- ✓ Monthly Localized Campaigns
- ✓ Social Media Content
- ✓ CRM Marketing Funnel Mgmt
- ✓ Meta Management
- ✓ Google Ads Mgmt



Included

Operational Excellence Guidelines

- ✓ Operational Playbooks
- ✓ Daily Operations
- ✓ Protocols
- ✓ Maintenance Schedules
- ✓ Compliance Guidance



Transparent & Accountable Franchising

Your Business. Our Supportive System.

Our franchise system equips you with the necessary tools to run your Dogdrop location, with clear roles and centralized support, so you can focus on growing your business and delivering exceptional pet care.

Focus on what matters

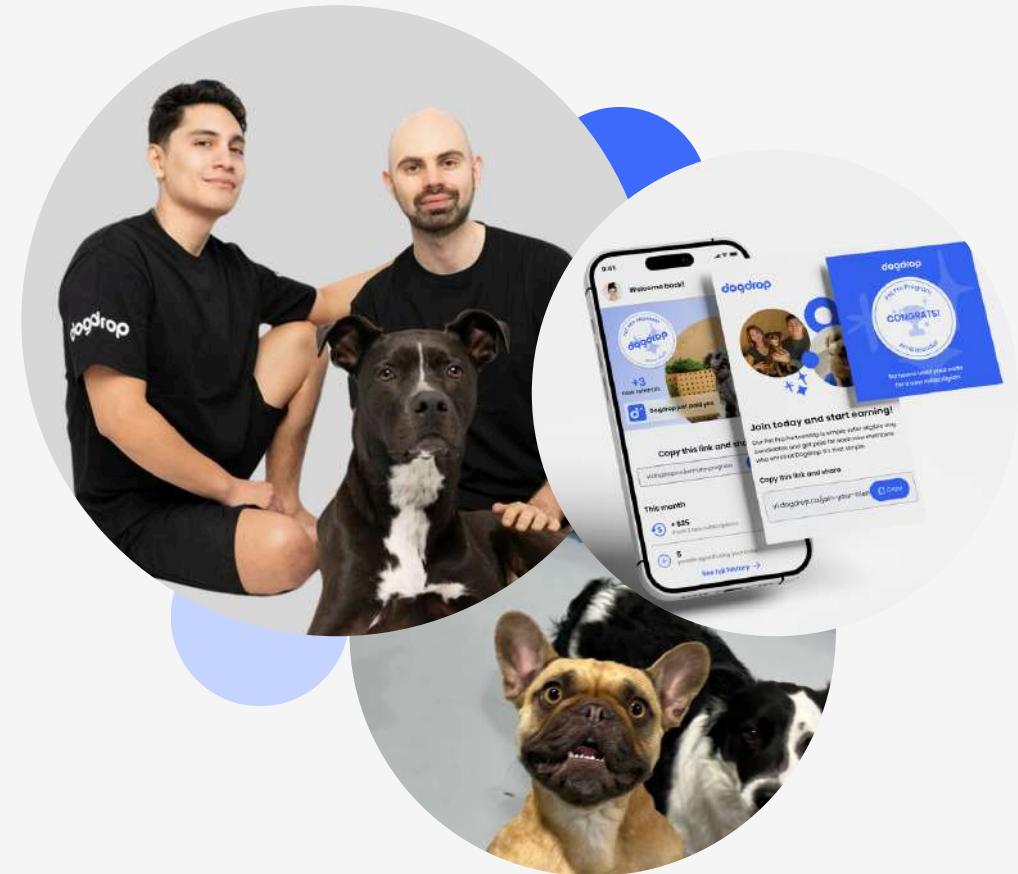
We handle the back-office support so you can focus on driving membership revenue and taking care of your team.

A Dog Care Tech Company

Every Dogdrop location is powered by our proprietary cutting-edge technology, ensuring a seamless experience for both dogs and their parents—making care faster, smoother, and more tailored to each member's needs.

“Dogdrop really stands out in the pet care space, with a corporate team that is clearly passionate about what they do, a modern take on dog daycare highlighted by its extraordinarily quick and tech-enabled drop off experience, and an exceptional effort put out by the staff in getting to know each dog and dog parent so they can provide a tailored experience. **The deciding factor for me in choosing Dogdrop was their high level of care for their customers, for their employees, and for their franchisees.**”

Nick Irwin & Miguel De Leon
Fort Lauderdale Multi-unit Franchisees



dogdrop

dogdrop
Flagler Village

dogdrop
Flagler Village

Monday to Friday 7am - 9pm
Saturdays 9am - 3pm

For just an hour or all day

Trained & CPR certified team

Daily engagement & activities

Real-time dog updates



For request outside
text us at (954) 409-4088

dogdrop.co
@dogdropflaglervillage

 We will love your dog as much as you do  or more 😊



care
* stop for all day play
text updates
y & socialization



Ft. Lauderdale
Flagler Village Store

Our Ideal Candidate

We're qualifying driven partners who share our commitment to excellence in dog care. Do you have what it takes to be the dog mayor of your city?

- ✓ **Operation Excellence**
- ✓ **Membership growth champion**
- ✓ **Proven team leader**
- ✓ **Customer experience obsessed**
- ✓ **Community Centric**
- ✓ **Financially prepared**



✓ **Operation Excellence**

Strong business acumen with the ability to manage and lead a team effectively while maintaining Dogdrop’s high standards. This person is playbook-obsessed and committed to following our proven systems and processes to ensure consistency and success across all operations.

✓ **Membership growth champion**

A successful Dogdrop owner understands the importance of member acquisition and retention, using our playbooks build a loyal community of dog parents.

✓ **Proven team leader**

Demonstrated leadership abilities with a servant leadership philosophy. At Dogdrop, our Care Team delivers our service. A successful franchise owner leads by example, supporting and empowering their team to provide the best care possible for our members, ensuring a positive and collaborative work environment.

✓ **Customer experience obsessed**

A passion for providing exceptional service, driven by Dogdrop’s philosophy of proactive hospitality. This means anticipating the needs of both dogs and their parents, creating an unforgettable experience through thoughtful, personalized care, and always going the extra mile to create moments of delight.

✓ **Community Centric**

A desire to be an active, positive force in your local community, fostering strong relationships with dog parents and beyond. This person is not afraid to pound the pavement, getting involved, building connections, and championing Dogdrop’s presence in the neighborhood.

✓ **Financially prepared**

Adequate financial resources to invest in and sustain a successful Dogdrop franchise. Candidates must have \$150K in liquidity and a net worth of \$500K. We require a minimum commitment of 2 units and are seeking franchisees dedicated to growing with the Dogdrop brand.

Path to Ownership

① Intro Call

Once you fill out our intake form, our team will reach out for a short call to get a better understanding of your interest level and answer any questions you might have. Sometimes a quick call is all that's needed for us to move you on to the next step.

② Franchise evaluation form

If it seems like a good fit for both of us, you'll fill out our evaluation form. It will help us get a better idea of your background, who you are, and what your business goals are before we move on to the next step.

③ Post evaluation

If it seems like a good fit for both of us, you'll fill out our evaluation form. It will help us get a better idea of your background, who you are, and what your business goals are before we move on to the next step.

④ Overview call

This is your opportunity to talk directly with our founder! You'll learn more about the origin story, their vision for Dogdrop, and help them understand how you can successfully introduce Dogdrop to your market.

⑤ Chat with a franchisee

Sometimes it can be helpful to speak to someone who is a few steps ahead of you. We're happy to connect you with another Dogdrop franchisee who has been where you are and can offer words of wisdom.

⑥ Discovery Day in LA

Come visit us! We'll spend the day getting to know each other better and you'll have the opportunity to go onto the "park" at Dogdrop. Get ready to meet cute dogs, explore our tech, and learn even more about our support system. There's nothing like seeing Dogdrop in action!



Sign franchise agreement

And finally the most exciting part, we finalize the documentation and welcome you to the Dogdrop team as a new franchise owner!