

floof
nose to tail adoption



* welcome! [THE FLOOF JOURNEY]

HI THERE!



Have you ever adopted an animal? Or maybe you're thinking about adoption? Then you've come to the right pitch deck!

Personally, I've always been an adopt over shop person. Adopting my two female pitbull pups over a decade ago gave me my first glimpse into the strain in the rescue community.

During a 5 year stay in downtown Detroit, I cultivated a deeper scope of the help these shelters need. Strays and injured animals seemed to find me on almost a weekly basis. Shelters were full, underfunded and understaffed, animals were being turned away for lack of resources.

If overcrowding wasn't bad enough, there's a bottleneck on the adopter side. My latest pup adoption experience was even more eye opening. You scour the online database, narrow it down to a few candidates at different shelters, now what? Well, now you're going to drive to each location, and fill out nearly the same forms, independently, at each shelter, and wait in line . . . who has time for that? Even more, what happens if your new furry bestie doest match your lifestyle habits after you bring them home?

It's not just the volume of animals causing a jam in the system, it's the redundantly time consuming pen and paper forms, it's old school filing, it's manually on-boarding & off-boarding of resident pets - it's the lack of an entirely automated process.

I knew I needed to help, I just didn't know how - *Until Now!*



**WE'RE COMMITTED TO MAKING
A DIFFERENCE IN THE ANIMAL RESCUE COMMUNITY**

Our curated connections & “Noise to Tail Adoptions” boast an easy & engaging way for people and pets to meet, while automating the current shelter process!

* how we got here | OUR FOUNDER |

HELLO! I am Karen Marino, and as far back as I can recall I've had an affinity for anything & everything animal related. Growing up on a hobby farm and having been born into a horse training family kick-started my love for all things animal, while affording me the opportunity to be a refuge for all critters in need.

Over the many years in graphic design and different jobs, ranging from administrative roles to entrepreneurial endeavors, I have always held true to my intrinsic draw to anything animal. My current path has led me to managing a 90 acre equine training facility, while staying active in my freelance graphic design business. Yet I have always known that my journey would somehow culminate around animal rescue.

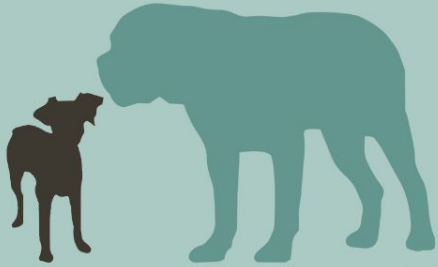
While living in Downtown Detroit for 5 years, I had the pleasure of participating in the rescue of many animals, from helping secure dogs running in traffic on the expressway, to pulling them out of dilapidated, abandoned buildings in sub-zero temps, most of them emaciated, injured or in dire need of medical attention, longing for a safe place to land. All of these experiences granted me an intimate perspective of our underfunded and overrun shelter and adoption system.

I knew there had to be a Better way. So, I got to work. I put my graphic design, entrepreneurial background, and a multitude of random career skills to work so I set out to build a better mouse trap!



Karen Marino & Bodhi
founders

* shelter statistics [2025]



5.8 MILLION
PETS ENTER
SHELTERS
** annually **

30% OWNER SURRENDER
1% INCREASE FROM 2024



4.2 MILLION
SHELTER PETS
ARE ADOPTED
** annually **

APROX 2 MILLION PUPS
2.2 MILLION CATS



MORE THAN 597,000
ANIMALS ARE
EUTHANIZED
** annually **

60% KITTENS >5 MO OLD
876 DOGS KILLED PER DAY

* the problem [PAIN POINTS FOR ADOPTER AND SHELTERS]

NO AUTOMATION + REDUNDANT PAPERWORK

shelters must manually on/off board pets, adopters must fill out similar forms at each individual shelter for each animal to visit or adopt. no automated process. only 20% of shelters are reporting stats, as there is no centralized, database, or universal digital flow.

BAD MATCHES & RETURNS

60% of adoptions are not in their adoptive homes 6 months after adoption. 26% are returned to shelters, many times for non matching lifestyles. returns increase chance of euthanasia, and add to overcrowding.

ZERO FOSTER DATABASE (major shelter pain point)

shelters are always looking for fosters, currently no real-time cloud based matrix exists for direct access between shelters and available foster homes. many shelters i've spoken with regard this as a considerable pain point.

NO UNIVERSAL CLOUD BASED DATABASE

without digital access to forms, adoption and medical records, staff and adopters are bogged down with manual paperwrk, which lessens time to care for the animals, and increases overhead.



* the solution [HOW WE CHANGE THE GAME]

FINANCIAL SUSTAINABILITY/PROFITABILITY VIA PRODUCTIVITY

our centralized system will integrate shelter, adopter & fosters by allowing all profiles/forms to be completed online, accessible across all shelters in network. all paperwork now digital, driving efficiency & expanding revenue.



DIGITAL DUAL SIDED AUTOMATED PLATFORM

adopters complete profile & forms from anywhere digitally. multi shelter instant access to adopters profile, with automated on/off boarding and logistic management of pet residents. less filing & misplaced documents. decreased admin overhead expenditure.

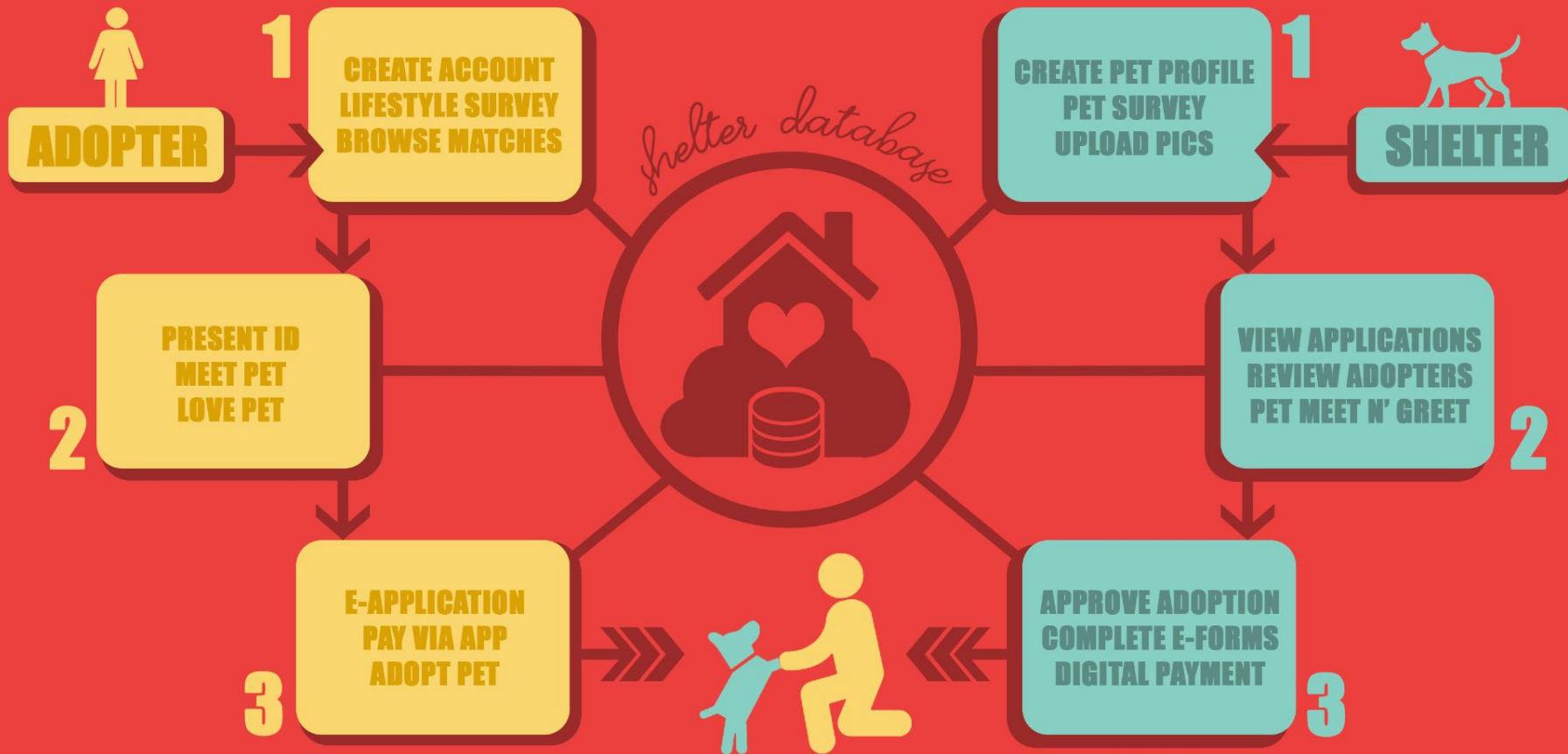
CURATED & CAREFULLY MATCHED ADOPTIONS

in our dual sided matching system, adopters are only shown pets that mirror their lifestyle, curated pairings can lessen shelter return rates, while creating an entertaining & interactive adoption experience. our "swipe" feature keeps pets active & relevant.

LIVE FOSTER NETWORK

our adoption platform creates a real-time foster network for shelters. potential fosters complete application, when an animal that meets their lifestyle needs requires a foster home, shelters have instant access to available homes meeting specific pet criteria.

* our workflow **ISIMPLIFIED!**



* how to save a life **YOUR MAGIC!**

log in



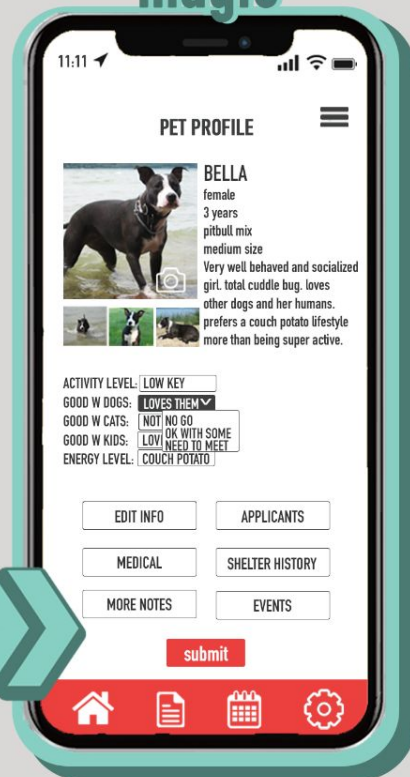
intake



lifestyle

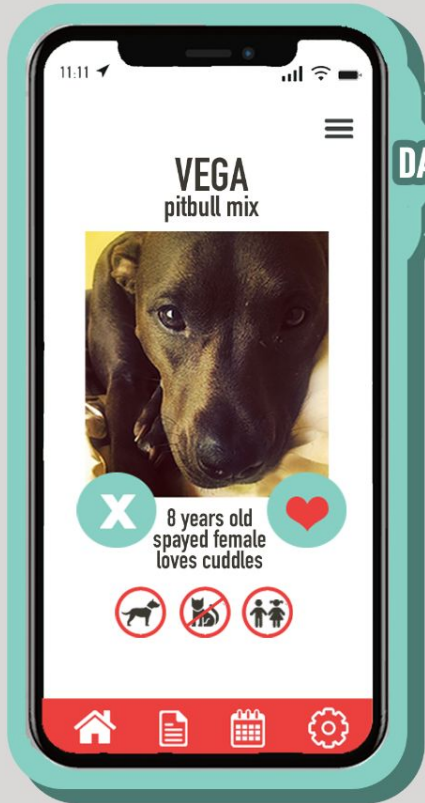


magic



quickly upload intake animals and post instantly

* swipe for your new best friend **ICHECK OUT DAILY MATCHES!**



DAILY MATCHES

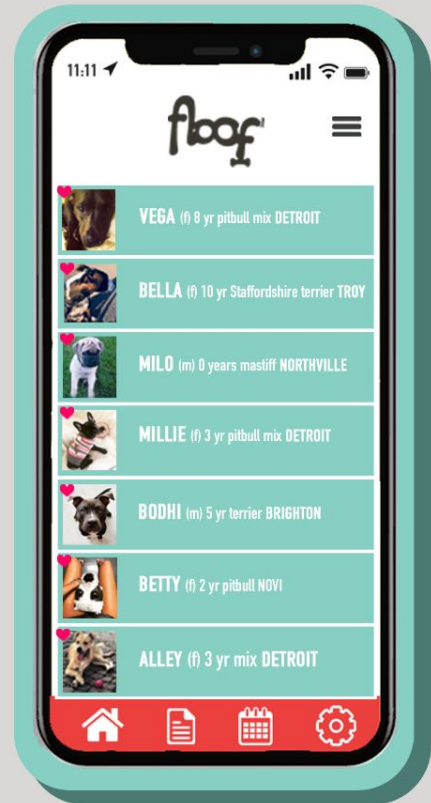
*swipe thru
multiple
pets
matching
your
lifestyle*



RIGHT = YES

YES = FAVS

*left for
"no"
right for
"yes"
right swipes
to favorites*



*** our market (WHO'S ADOPTING)**

\$158
BILLION
2025 pet industry

\$5.3
BILLION
2025 rescue industry

24% boomers

32% gen x

35% millennials

42% petless

(but looking to adopt in near future)



* competition [HOW WE EXCEL]

THERE HAS YET TO BE A UNIVERSAL, VERTICALLY INTEGRATED SYSTEM THAT MAKES *BOTH* ANIMAL INTAKE AND ADOPTION A PAPERLESS BREEZE.

WE ARE THE ONLY DUAL-SIDED NETWORK FOCUSED ON THE ADOPTION FLOW, FROM NOSE TO TAIL, FOR BOTH SIDES.

floof IS A GAME CHANGER FOR AUTOMATION & STATISTICAL COLLECTION, THERE HAS NEVER BEEN A CENTRAL DATA POINT FOR SHELTER REPORTING...
until now!

PLATFORM COMPETITORS



2021
ACQUIRED BY
KINSHIP

A SUBSIDIARY OF
MARS, INC.

2006
\$35 MILLION
TO DISCOVERY
COMMUNICATIONS

2013
NESTLE
UNDISCLOSED
AMOUNT

MOST
INDIVIDUAL
OWNED AND
OPERATED

LOCALLY
FUNDED

Adopt a Pet

petfinder

LOCAL SHELTERS

- paperless POS
- vertical integration
- online access
- personalized matching
- multi-shelter access
- foster matching network
- operations/records
- centralize data reporting



LIMITED



* revenue streams [HOW WE MONETIZE]



we're able to sales 3 ways



PER ADOPTION

we take % of adoption

5-15% EA ADOPTION
AVG ADOPTION FEE \$300

% OF EACH ADOPTION
FEE CAPTURED INSTANTLY IN ADOPTION TRANSACTION
ALL ADOPTIONS PROCESSED VIA FLOOR POS

1

ADVERTS

platform advertising

WEB ADVERTS
IN APP ADS
CROSS PROMOTIONS
(IN PLATFORM CAROUSEL AND BANNER ADS)

2

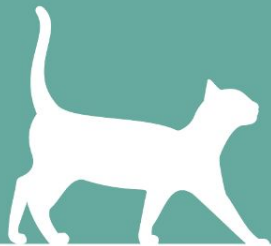
CROSS SELLING

affiliate partnerships

PET INSURANCE | DNA KITS
SUBSCRIPTION BOXES
PET FOOD|TOYS|PRODUCTS
(END OF SALE PRODUCT PROMOTION SALES)

3

* gross annual revenue projections (HIGH LEVEL)



based on our 3 prong revenue pipeline, here you'll see our projections at a 5%, 10% and 20% growth rate.

our conservative growth projection, boasts a **\$12 million+** gross profit, at a minimal 5% market hold.

scaled to capture **20% market share**, annual gross profit will grow to **\$43+ million**.

important to note:

our main competitor currently retains a 90% industry market share.



\$13
million

\$1⁺million
CROSS SALES

\$3⁺million
ADVERTS

\$9⁺million
ADOPTIONS

210,000
ADOPTABLES

5%

market share

CONSERVATIVE GROWTH

\$29
million

\$1⁺million
CROSS SALES

\$3⁺million
ADVERTS

\$18 million
ADOPTIONS

410,000
ADOPTABLES

10%

market share

MODERATE GROWTH

\$43
million

\$1 million
CROSS SALES

\$3⁺million
ADVERTS

\$37 million
ADOPTIONS

820,000
ADOPTABLES

20%

market share

AGGRESSIVE GROWTH

* our timeline **10-48 MONTHS!**

FIRST ROUND FUNDING

EXPANSION | GENERATE REVENUE

RESHAPE RESCUE SPACE | EXPLORE EXIT OPTIONS

year one

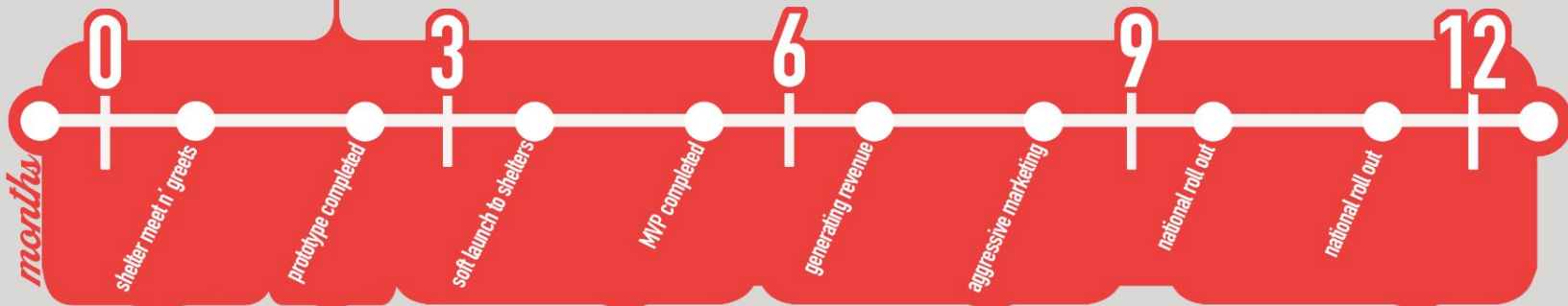
BUILD PLATFORM
PARTNERSHIPS W CROSS SALE PARTNERS/ADVERTISERS
BEGIN GENERATING REVENUE MO 7

year two

5% MARKET SHARE MONTH 19
10% MARKET SHARE MONTH 23
18 MO RUNWAY ACCOUNTING FOR 0 REV

years three & four

20% MARKET SHARE MONTH 29
CONTINUE TO SCALE
ENTERTAIN EXIT OPTIONS



BEGIN PLATFORM DEV
SHELTER RELATIONSHIPS
PROCURE HARDWARE

0-2 months

PROTOTYPE COMPLETE
BEGIN ONBOARDING SHELTERS
SOFT MARKETING ROLL OUT

2-3 months

ON BOARD CROSS SALES &
ADVERTISERS
MVP COMPLETE

3-6 months

SCALE & BEGIN GENERATING
REVENUE
GROW STRATEGIC PARTNERSHIPS

6-9 months

AGGRESSIVE MARKETING
FULL PRESS TO SCALE
MVP 2ND ROUND FINAL

9-12 months

* corporate collaborations **OUR TOP 3 PARTNER CONTENDERS!**



Subaru and their retailers have donated over \$42 million to national and local organizations, which has allowed them to help in the adoption, rescue, transport, and health care of nearly 350,000 animals and pets.

Since 2008, Subaru has donated over \$33 million to The American Society for the Prevention of Cruelty to Animals® (ASPCA®) to impact nearly 104,000



Michigan Humane operates five main pet adoption and care centers. With three main adoption centers in Detroit, Westland and Rochester Hills. They regularly hold major adoption events and partner with multiple foundations. Boasting 6,000+ pets adopted out in 2025 alone, they closely work with the Michigan community to improve the care and well being of our local animals in need.



100% of contributions to the BISSELL Pet Foundation goes directly to shelters and rescues to support their mission to make a difference in the lives of homeless pets. Notably, the "Bissell Clear the Shelter" events where Bissell pays every animal adoption fee on certain event days.

386,658 Total Pets Impacted
5,453 Partner Organizations
\$16,311,015 Awarded in Grants

* corporate collaborations **[MORE OF OUR WISH LIST PARTNERS]**

floof™ is a “feel good” company with a strong drive to strategically align with likeminded, philanthropic businesses who share our love for all things animal. These are just a few of the brands that we hope to integrate with.



RUFFWEAR

ASPCA®



THE HUMANE SOCIETY
OF THE UNITED STATES

WISDOM™
PANEL



Best
Friends
Animal
Society

VANS

Lemonade

BARK ← **BOX**

petco



chewy

Vanderpump

DOGS

LOS ANGELES

RAWZ
100% PROFITS DONATED

the 
honest
kitchen



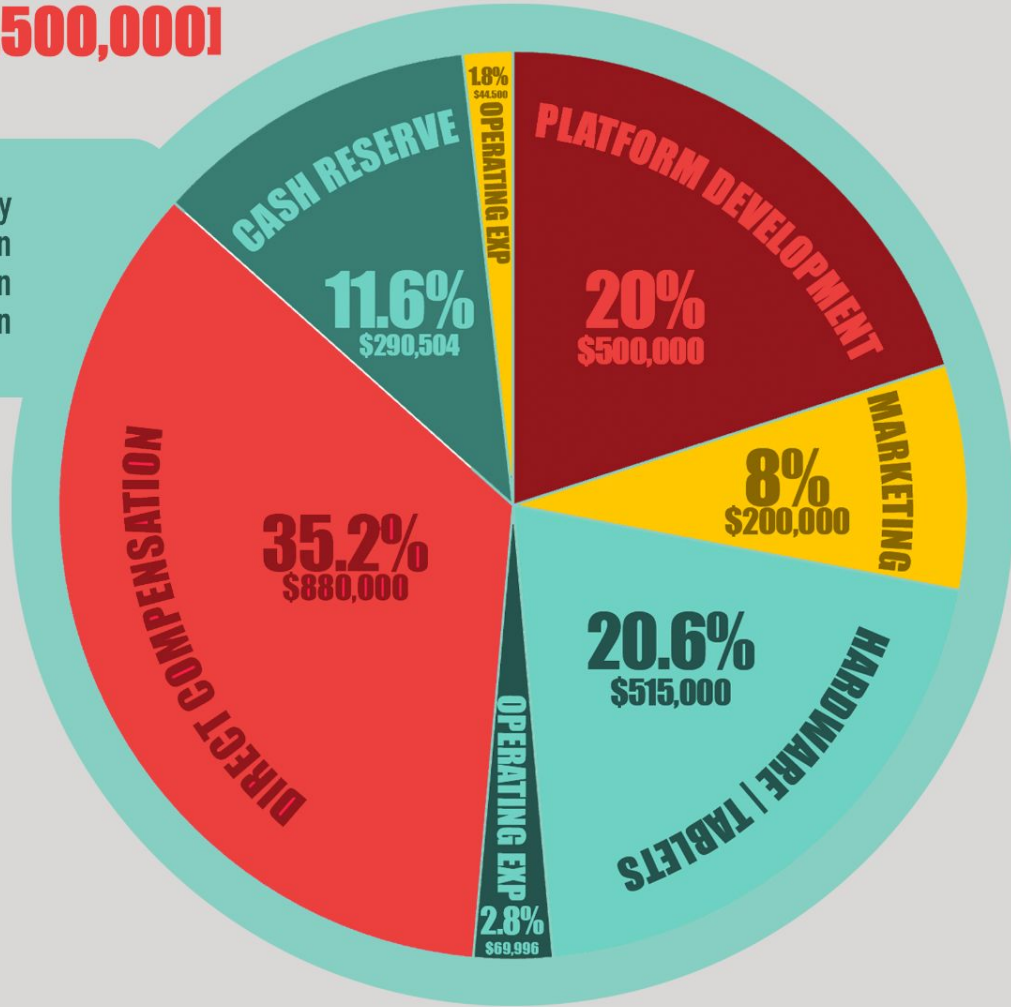
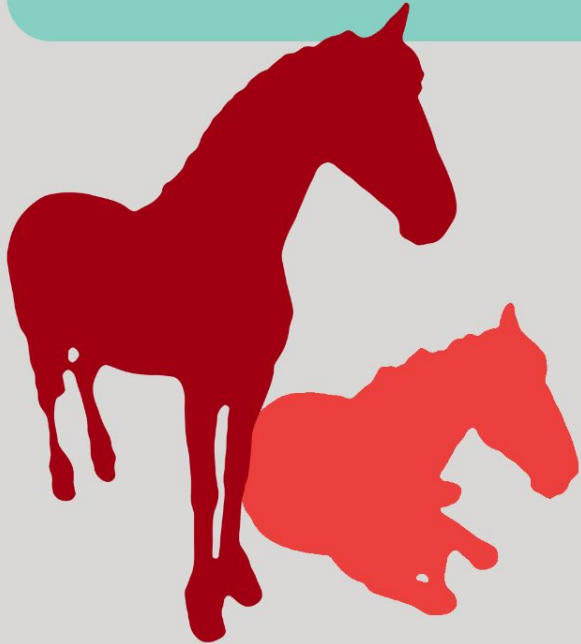
Animal Hospitals

OH NORMAN!

THE ASHER H^{PAW}USE

* raise distribution **1st ROUND \$2,500,000!**

initial first round raise will generate a 18+ month runway independent of any revenue generation. this distribution allocates a \$290,504 cash reserve for added unforeseen operations and expenses. while supporting healthy expansion

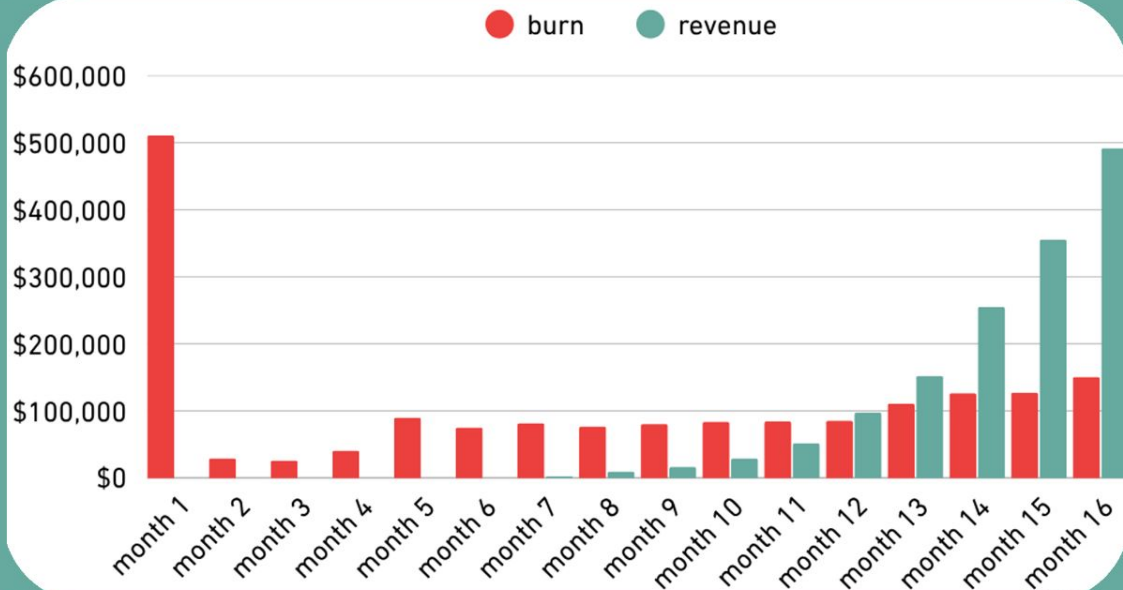


* burn & revenue [16 MONTH VIEW]

our heaviest burn over a 16 month span occurs in the first month due to platform development at an initial \$500,000. in preparation for roll out (month 7) we will almost double our marketing budget to educate and prepare the market month 8 we will begin generating revenue.

as more pets are adopted out we scale our revenue to \$98,000/month in month 16 while continuing to actively scale month over month with the onboarding for more shelters.

we can expect a 2.58% market share at 1,600 animals adopted in month 16.





**A BETTER WAY TO SAVE PET LIVES HAS ARRIVED,
ARE YOU READY TO JOIN THE PACK?**

interested in learning more? drop us a line, we'd love to chat!