



floof
nose to tail adoption

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floof.co (coming soon!)



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EXECUTIVE SUMMARY

Have you ever adopted a pet from a shelter? Or sought to foster a rescue animal? Well, we have and were here to tell you the process is not only archaic, but redundantly painstaking for both shelter and adopter. We've spent years rescuing animals and have first-hand accounts dealing with the chaos and frustration. This is no fault of the shelters, as most are underfunded, understaffed and overcrowded. Quit honestly, the entire industry is lacking a streamlined, digitized process.

Here's where Floof jumps into the shelter and adoption process, while using data matching algorithms much like a dating app, to create meaningful lifestyle matches between a human and their new furry best friend. Both shelters and adopters will complete an online app-based questionnaire (already an industry standard, but pen and paper, in house) which will be held in our database, accessible to all shelters in our network. Currently a potential adopter needs to fill out this paperwork at each individual shelter where they are interested in an animal. Our online platform allows the adopter to fill out these forms online in the comfort of their smart phone, tablet or desktop, and travel to multiple shelters and only be required to present ID, as our network of shelters will have instant access to their profiles.

This curated process is able to lessen the likelihood of animals returned to the shelter by way of matches that target specific lifestyles and detailed pet characteristics, while offering a streamlined cost savings to the shelters with less paperwork and less animal returns.

Much of the current rescue process in and out of shelters still relies on analog forms, and a lengthy "search" process driven by the adopter themselves. Floof, will tap into the current generations raised in tech culture to procure interactive "swiping" features, and a consistent stream of available pets delivered to adopters daily. This proactive approach will keep our audience engaged while keeping available pets relevant and visible.

How do we monetize? We're not looking to siphon funds from shelters, nor are we looking to deter adopters within app fees. We'll implement a 15% charge per completed adoption (equated to roughly \$45). This is rolled into the adoption cost (A 20% market share results in \$36.9 million annual revenue on adoptions alone). We're also projecting a min. \$8-10M in annual ad sales, along with strategic point of sale, cross promotion of partnership products.

There's very real call for automation in this industry. Many animals are facing euthanasia due to overcrowding and underfunding. So many people are open to give these pets a second chance, but don't have access to the available animals. Digitally streamlining, and personalized matching would allow these organizations better exposure, and less time on paperwork, freeing more time and funds for the animals in need.

"Saving one pet may not change the world, but for that one pet.... Their world will change forever"

Current Adoption Flow

[As the Adopter] You jump online, peruse local shelters and available animals. Scroll hundreds of available pets, scanning their limited bios, trying to decipher how they'll acclimate into your life. If you're not overwhelmed with infinite options and get lucky enough to stumble on a few potential candidates, you'll have to physically travel to multiple shelters and fill out old school analog forms at each one - just to meet the animal. This is done separately and redundantly at each individual facility.

So, you've found a winner! You're set to get serious and adopt, well, get ready for your second round of paperwork (redundantly like the forms you just filled out).

You and your new BFF (Best *Furry* Friend) are settling into your home. Everything is going great, except one little detail, your long-time cat roommate isn't a fido fan. You recall seeing "not good with cats" in his bio, but you thought "my cat loves dogs- it'll be fine". Now, your BFF won't stop trying to attack your friendly feline. So, you take him back to the shelter-but if we're being honest, it wasn't Fido's fault, you made a snap decision based on emotion and esthetics, you dismissed the warning about cats, fell in love with his face and adopted him anyway. Guess what? Now he's labeled a "shelter return". His "Returned" label will lessen his chances with future adoption and increase his potential for euthanasia. The truth is, the two of you just weren't a good match, but you saw his face and pulled the trigger based on impulse- not your lifestyle compatibility.

[As the Shelter] It's a typical day at the shelter, your overcrowded and understaffed, have a massive need for fosters, but exposure to suitable ones is falling short, some of the animals aren't even listed online because there hasn't been time, and the animals you posted to Petfinder that have been here the longest are pushed further down the list, as newbies are rise to the top. You're doing your best to manually adjust the animal inventory, but manpower is scarce.

What about adoptions? You have a prime candidate come in to adopt! They fill out your first-round forms, you file them away. They decided to adopt! Yay! You drag out the second round of paperwork, file that. Now to check the pups med records, except there's so many residents, you can't find them, so as a precaution, you re-worm/re-vaccinate. No big deal, right? Except, aside from double medicating an animal, you've just doubled cost to the shelter. You cross your fingers that you'll never see you're little adopted friend back here, but just like 60% of adoptions, this little guy finds himself returned, because he "wasn't a good fit". So, you start this poor dude's intake process all over again, but now, he's stamped as a return, you know that this will hinder his chances at adoption, and maybe even push him on the euthanasia list faster than usual. And so, the vicious rescue cycle begins all over again.

THE floof FLOW



ADOPTER

SHELTER

**CREATE ACCOUNT
LIFESTYLE SURVEY
BROWSE MATCHES**

**CREATE PET PROFILE
PET SURVEY
INSTANTLY GO LIVE**



**PRESENT ID
MEET PET
LOVE PET**

**VIEW APPLICATIONS
REVIEW ADOPTERS
PET MEET N' GREET**

**E-APPLICATION
PAY VIA APP
ADOPT PET**

**APPROVE ADOPTION
COMPLETE E-FORMS
DIGITAL PAYMENT**



The Floof Flow [*As the Floof Network*]

Hello! We're Floof, and we'd like to introduce ourselves!

Our platform creates a national network for fosters, adopters AND shelters- a one stop shop. Animals are entered into our system via a provided tablet, all information, behavioral/medical requirements, vet records, photos, pet bio are stored in our database for ease of access and digitization of the paper process. This creates the pets' personal profile (much like a dating profile- waiting for a match). Sure, there's an array of operating software on the market for shelters, what sets us apart is our integration with the adopter side. Before bumble, there was match.com, and we all know how Bumble disrupted the dating industry. For the first time, you won't have to search for your perfect match, now your furry friend will find you. With our dual sided network, and automated matching process, the adopter will be connected **only** with animals that fit their lifestyle.

With our easy forms-from-anywhere approach, adopters can fill their paperwork out from anywhere, *before* heading on their shelter tour. Once onsite, they're only required to present ID, shelter staff will have instant access to their profile. Because it's saved on our network, our adopter can bounce from shelter to shelter, with zero in house paperwork, likewise, shelters will have nothing to manually file.

Let's not forget about the curated matches, our algorithm will *only* show the potential adopters' pets that vibe with *their* lifestyle. Why is this so important? Because human nature dictates that people pull the trigger based on impulse rather than analytics. With 5.8 million animals entering the shelters annually, adopting based on esthetic emotion can land these adoptables back in the same kennels, through no fault of their own. Often because someone falls in love with what they looked like, not necessarily authentic lifestyle compatibility. If humans are *only* shown pets that mirror their situation, the likelihood of return diminishes.

Floof is a melting pot between Petfinder, GETBUDDY, eHarmony and Bumble. "Swiping" right or left on potential matches is all the rage right now and has proven effective on multiple platforms. We'll showcase a revolving carousel of pre-matched pets available for swiping, allowing the pets to find their forever more accessibly.





WE'RE COMMITTED TO SHAPING THE FUTURE OF THE RESCUE COMMUNITY...

Our curated connections, coupled with our 'Nose to Tail Adoption' boasts an easy and engaging platform to connect people with their forever pets, while automating the current shelter processes.

Ready, Set....Rescue!
Join the pack today!

WHO WE ARE

Incorporated as a Limited Liability Company, Floof presently has one original founder, Karen Marino, who currently holds 100% ownership. She is actively involved in every aspect of the business and plays an intricate role in animal shelter relationships, business development, marketing, creative direction and process planning.

Our Founder / Management

Karen Marino

FOUNDER | CEO | marino319@me.com | 248-974-8044

A strong background in graphic design, makes Karen the lead on platform functionality, attributes, artistic direction and design components. She is in direct contact regularly with our developers and marketing team, while playing a detailed role in advertising campaigns and brand identity. Our shelter relationships are, and will always be near and dear to Karen, as Floof is truly rooted in a strong desire to do good and make a difference. Maintaining and growing these vital partnerships and collaborations with our rescue community is a daily investment driven by our founder. With a lifetime of animal experience ranging from dogs to horses to wildlife, Karen's affinity for all things animal is her driving force. She has always had an intrinsic gravitation to animal rescue in some capacity. This



frontline participation has gifted her the opportunity to have a finger on the pulse of the animal rescue community. Second to her devotion for animals, is Karen's longtime career as a freelance graphic designer. As a creative, she has honed her propensity as a self-starter and artist into a formidable career.

COMPANY HISTORY

Floof has been brewing for several years. Sparked out of pure necessity based on our founder's real-life experiences adopting several of her own pups from local shelters, as well as her boots on the ground involvement securing, rehabbing and placing strays. Karens' platform concept was furthered by hands on rescuing of animals out of abandoned buildings and being front and center to any strays and wild animals in dire need of groceries, medical attention and a home.

If finding homeless animals on a weekly basis wasn't enough, finding placement after securing them was a mission in and of itself. Karen would spend hours, sometimes days, reaching out to facilities and individuals to procure a safe place for these souls to land. This prompted her to jump back into her concept for the Floof platform full force. She saw the clear need for better shelter matches, a streamlined workflow and a way for adoptables to gain greater exposure. Seeing this void in the industry triggered her to get to work to build a better mouse trap and take the stain off these animal's shelters do so much good in their communities.





BEYOND THE BOTTOM-LINE

We want to help

With so many animals in need, we know the need for our product has never been greater. We also know that our origin story has always begun with the intrinsic desire to genuinely make radical changes in the industry while maintaining a charitable approach to all that we do.

We have always maintained that our driving force behind this whole venture has been to do some serious good for our animal rescue community.

To stay true to our philanthropic roots, Floof is dedicated to donating to local and national shelters, hosting charity events, and partnering with like-minded business in a pursuit to save the lives of as many animals as possible.

We believe that it is our duty to be a steward to all the voiceless pets out there, that are in dire need of a little love and a safe place to land.

MARKET OPPORTUNITY

The need for animal rescue has need been greater, with the pet industry rapidly expanding, the shelter experience has minimally evolved past the early 2000's. Our digitized platform is poised to be a game changer and is a prime candidate to not only help place hundreds or thousands of animals in need, but to also build a sizable and sustainable business.

Industry Analysis

The national pet industry is booming. Americans spent over \$158 Billion on their pets in 2025, that's 53% increase from 2020, and expected to steadily continue to grow. Currently holding at nearly \$5.3 Billion (2025) the rescue sector's lack of efficiency and operating funds are creating a strangle hold in the industry. Many forms, records and submissions are still manually filled out and filed by hand. Animals are manually uploaded to independent platforms for adoption exposure. Nothing about the process is automated or cohesive. Yet the mass of adopters are Millennials and Gen Z-ers,, who flourish with technology.

With almost 5.8M animals revolving through shelters annually, and 4.2M of those adopted out, we expect to secure a minimum market share of 20% (of total adoptions, equating to 840,000) in the first 30 months. Currently, of the 4.2M adoptions out, 60% of those pets are no longer in their adoptive homes six months after their adoption, and 20% are returned to the original shelter.

Market Description

With more households opening their homes to furry-four leggeds, the potential for expansive growth is imminent., Today's society no longer regards its animals as yard ornaments, we are evolving and taking our pets with us. This trend of pets assimilating like family members exemplifies the need for this growing industry to tap into an overflowing treasure trove of animals in real need by making rescue animals front and center. We intend to make the "rescued" breed just as popular as the latest "Doodle" trend. Many consumers still see animal shelters as a holding cell for the unwanted and undesirables, which couldn't be further from the truth. You may have heard the popular slogan "rescued is my favorite breed". Well, we intend to make that "breed" a trend, we are spinning the narrative, letting the next generation of adopters know that rescues pets are worth it. We want you to feel good about your adoption process, not riddled with guilt while a celebrity song blares as you attempt to find the remote to flip the channel to negate the lump in your throat. Statistics demonstrate that the pet industry is poised for continued rapid growth. Floof is positioning to be a shelter driven option, providing a soup-to-nuts platform and leading not only in adoptions, but substantiating a new growth industry, by automating and merging the sizable pet market with the adoption and rescue industry.

Target Customer Targets for Floof: a Dual Sided Demographic

The first line of sight is on the shelters, of which many have minimal to no funds. Onboarding them to our platform before adopters, allows them to be fully automated and integrated into the 21st century. Digitizing their process and exponentially increasing their exposure and simplifying their procedures. Prior to a full roll out, shelters will receive tablets (provided by Floof) and be able to hand the potential adopter a device to have all forms filled out electronically in house, thus beginning their paperwork free journey to cost savings and improved functionality. Once a full roll out is initialized, no more losing files, or manually uploading animals to an outside source for exposure, when the pet is onboarded, Floof handles their journey from intake to adoption with minimal administrative interaction, much like an inventory management system, even removing the pets listing automatically when it is adopted.

The second prong to our roll out will be the adopters, and fosters (or the public). Research shows that millennials (30%) and Gen Xers (25%) are most likely to adopt an animal, and that 43% of millennials who don't currently have a pet would like one in the near future. Both generations have grown up in the tech culture, which is why we are setting our sights on them. We're cognizant that Baby Boomers also comprise 24% of the animal owner conglomerate, which is why our platform is not only app based, but all functionalities will also be available on the desktop version, as well as on-site shelter tablets for walk-in customers.

By automating the process, we're breeding a completely new way to search for their new best friend. Upon completion of an application by an interested adopter, we'll send an automated email to the potential new pet parent, introducing ourselves, thereby gaining a potential future customer and awareness, even if an adoption is not completed. Very similar to the boom in online dating, we are setting out to level-up the way that humans adopt their pets. By allowing ease of access coupled with an inviting and interactive dating app-esque experience, adopters will not only match better but have an entertaining time doing so.

Competitive Advantages

Being almost fully automated means Floof can free time, space and funds for shelter animals. A one stop shop for *both* sides, better organization and record keeping, as well as an ease of access to integrated reports and tracking. Our interactive carousel of rotating pet matches keeps available animals relevant and visible to the potential adopter. As we know in marketing, consistent visibility sells.

Likewise, our digital platform saves time for the adopter's convenient ability of filling out forms, searching, setting appointments and even "swiping" for their four-legged best friend. This link to the digital realm catapults the rescue industry into a whole new category of accessibility and innovation. Creating a constant visible and interactive experience keeps the potential adopters engaged and active.

OUR COMPETITORS



The current animal adoption industry is dominated by one key player, Petfinder.com. Launched in 2005 as a large national database to aid the animals lost & abandoned due to hurricane Katrina, it was purchased in 2006 by Discovery Communications for \$35M. It was then acquired for an undisclosed amount by Purina/Nestle in 2013. They also boast listing animals from 14,500+ shelters. With an average monthly visit rate (desktop and mobile) of 6.7 million visitors, an avg. session duration of 5:28 min, and #1088 in national web traffic ranking, Petfinder is also #1 in the "Pet adoption" category and the market share majority leader (90%) for the adoption industry.

Their platform is akin to a static "craigslist" type model, in which shelters manually upload/remove pets. Although a great improvement from the previous way of adoption (simply walking into shelters), They recently implemented a "match" option, but it is limited, and shelters are vocal about major pain points in the overall system.



Second to Petfinder, you'll find Adopt-A-Pet, a very similar platform. Adopt-A-Pet processes the standard "search for pet: options, as well as the ability to be emailed pets that meet your selected criteria when they become available. They also provide the opportunity to "rehome" your pet through their platform by allowing a person to list their own animal. And review potential applications for adoption.

Although their numbers are much lower than Petfinder, their growth has been consistent and rapid. They are currently ranked #1810 nationally and toggle the category ranking between #2 and #3, right behind AKC.com. With a monthly click rate of 5.7M and average visit duration of 4:07 minutes, commanding a 2.33% traffic increase from the previous month. To date, Adopt-A-Pet is reporting \$2-5M in annual



New to the market in December 2025 is GETBUDDY. Strikingly similar to Floofs platform, with their swipe feature and "matching" system. They're an AI built & driven platform, meaning there is minimal human input and interaction with shelters, their "claim to fame" is that they list 15,000 shelter animals on their site, but here's where it gets shaky... many of these shelters have NOT joined their platform or agreed to list pets with them. GETBUDDY uses AI to crawl the internet and copy the petfinder & other listings to their site, WITHOUT getting approval from those shelters. Why is this a problem? When a potential adopter fills out the GB application & there's no shelter onboarded, the app is dead in the water, the shelters don't receive it & the adopter gets no response.

GB eludes that all their listings are direct from the shelter- they're not. You can jump on reddit and check out the numerous threads posted by rescues pleading for their animals to be taken off the GB platform, and expressing how this platform, albeit free, is creating more problems and more work for them. We vastly differ from GB in many ways, but our front runner differentiator is that we pride ourselves on working closely with shelters & their input & strive to provide them a platform that truly helps, because

OUR PRODUCTS & SERVICES

Products / Services

The Floof onboarding package for shelters will deliver a set of 2 preloaded and programmed tablets/cases. Software will be a “nose to tail” office management product, capable of generating reports and analytics.

Software and 2 tablets will be provided at no charge, mitigating the financial strain, while incentivizing that transition to our platform. Additional tablets will be available (if desired) to purchase.

Pricing Structure

Floof will generate revenue in a multitude of ways:

- 15% of each adoption (national avg. being \$300, equates to approx. \$45 per adoption, leaves potential for negotiable %)
 - Platform advertisement (projected \$8-\$10M annually)
 - End of sale affiliate cross-sale promotions commissions
-

Lifecycle

Although Floof is early in the evolutionary process, we have a clear, concise vision, a strong development schedule and a fantastic marketing roll out plan.

We are looking to build awareness and a scalable platform that truly makes a difference, we are also aware that this database will be extremely desirable for an acquisition or exit at or before 60 months.

Intellectual Property

All vendors and persons affiliated with Floof have or will be required to sign an NDA. Current IP and material copyright is entirely held by founder Karen Marino.

STRATEGIC PARTNERS *of* INTEREST

Michigan Humane is the oldest and largest human society in Michigan contributing to over 400 adopters per month, a strategic alliance with MHS will be a game changer. Two other major players committed to giving back to the animal rescue community are Subaru and Bissel. These brands have made helping save animal lives a top priority. Floof will be looking forward to potential conversations with both.



Michigan
Humane

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 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.



BISSELL PET FOUNDATION®
Until every pet has a home.

386,658 Total Pets Impacted

5,453 Partner Organizations

\$16,311,015 Awarded in Grants



SUBARU

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 animals.

Our targeted strategic partnership and corporate sponsorships will allow us to build credibility while gaining visibility, by facilitating a better reach of our ideal audiences. Below are just a few of the corporations currently heavily involved in pet-type philanthropy, which we believe Floop aligns with. We are adding amazing business to our list daily!

ASPCA[®]

**THE HUMANE SOCIETY
OF THE UNITED STATES**



**W&SDOM
PANEL**



chewy



RUFFWEAR



Best
Friends
Animal
Society



THE ASHER H^oUSE

petco

Vanderpump

DOGS

LOS ANGELES

OH NORMAN! **VANS**

the
honest
kitchen

Lemonade

RAWZ
BRAND
100% PROFITS DONATED

MARKET & SALES

Value Proposition



**FIND YOUR FOREVER PET WITH OUR
'NOSE TO TAIL' ADOPTION NETWORK.**

made for rescuers, by rescuers, because robots don't place pets, people do.

WE CATAPULT THE RESCUE INDUSTRY INTO THE 21ST CENTURY WITH OUR UNIVERSAL DUAL-SIDED SOLUTION FOR RESCUE, FOSTER & ADOPTION, SO SHELTERS CAN SPEND MORE TIME ON THE ANIMALS IN NEED.



Marketing Vision

The brand concept for Floof is simple, to be a *feel-good* brand. To date, the go-to strategy for shelters, is to evoke feelings of guilt and sadness. I mean, they've done great job yanking on the heart strings with their disheartening celebrity rockstar mantra reeling in the background, while they flash emaciated and tragically neglected animals across the screen. But what's your visceral response to this menagerie of unhappiness? Most people we've chatted with can't stomach it and flip the channel. Adopting a furry-four-legged friend should be a joyous and fulfilling experience. This is why Floof is here to change the game. We're on a mission to make the entire adoption process a cheerful breeze. No guilt, no shaming you into an experience. This overall feel-good vibe will be exemplified in all our marketing strategies.

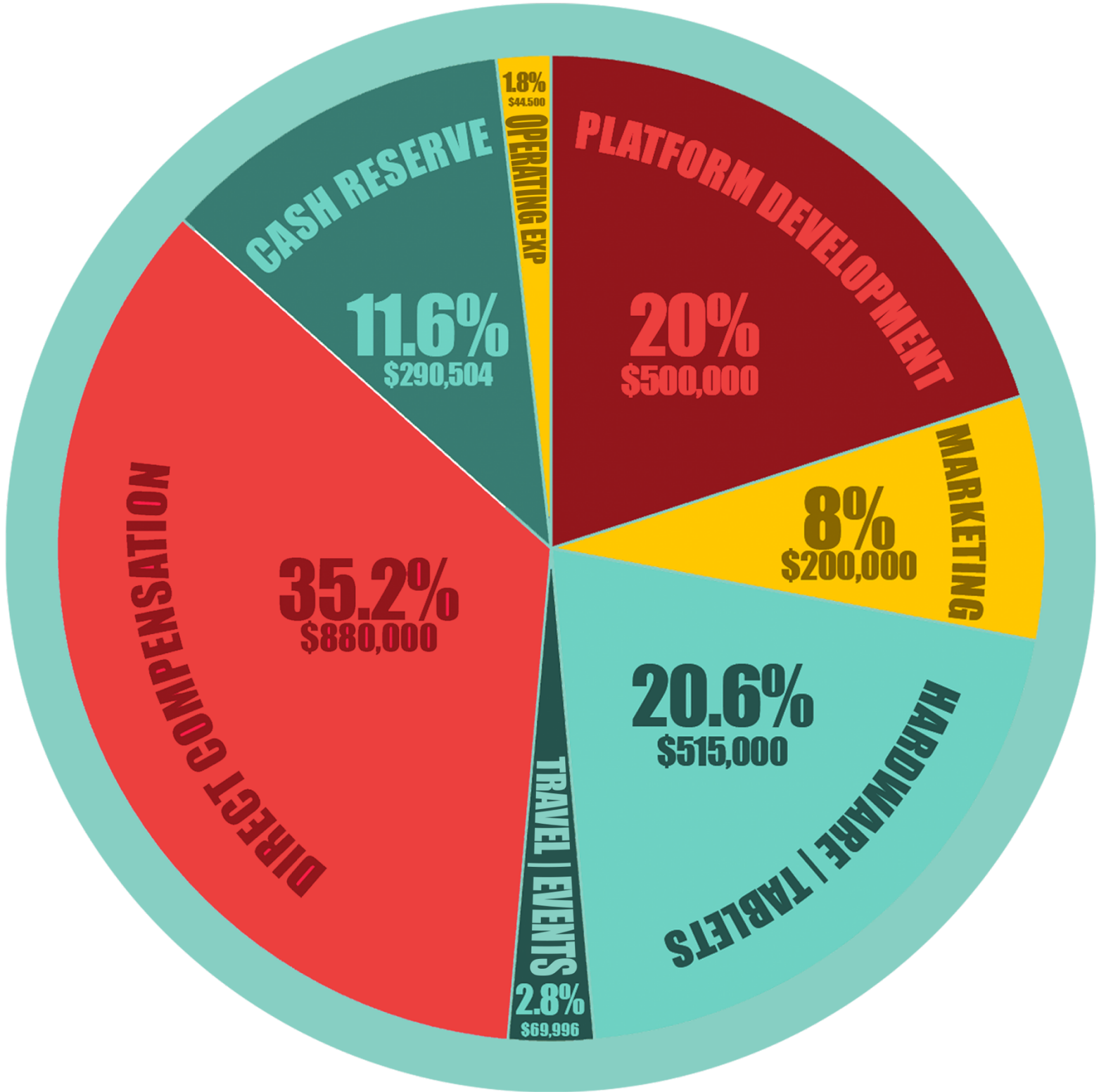
Building on the foundation of good feels and positive experiences. High level, we see a campaign direction playing out lighthearted with a consistent theme of positivity and playfulness throughout.

Growth Strategy

Speed is the name of the game for our build and launch. It's imperative we hit the ground running with this platform, cultivating dynamic and personal relationships with shelters. By implementing a rapid marketing strategy, we will begin our campaign pre-soft launch and be creating a "buzz" about Floof 30+ days prior to full roll out. Prior to MVP mass roll out we will be visiting and onboarding shelters/rescues to ensure when we go live, we will already have a cache of users.

1st ROUND RAISE

Initial first round raise is set at \$2,500,000. The lions share of investment will be allocated to platform development and employee salaries. Below you will find a high-level breakdown of spending with an approximate 18 month runway.



REV STREAMS & PROJECTIONS

1. PER ADOPTION FEE
 Floof processes adoption payments
 ■ retains a % of adoption price (capped at 15%)

additional sources of revenue

2. AFFILIATE CROSS-SELLS
 check out product cross-sales
 pet insurance, subscription boxes, pet food, etc

3. PLATFORM ADVERTISEMENT
 Advert space available on both app and desktop:
 banner ads, in app swipe ads, emails etc.

20% market share (820,000 adoptions) | 15% adoption fee (avg \$45 per) | *Rapid Growth*

	pre/soft launch		YEAR 1				YEAR 2				YEAR 3			
	q1	q2	q3	q4	q1	q2	q3	q4	q1	q2	q3	q4		
shelters	8	67	270	638	1194	1769	2441	3249	4325	5756	6662	7713	8929	10,337
adoptions	350	2800	13,817	36,159	72,467	112,409	160,262	213,311	283,917	377,893	457,267	529,344	612,782	709,371
adoption revenue	\$15,750	\$126,000	\$621,765	\$1,627,155	\$3,261,015	\$5,058,405	\$7,211,790	\$9,598,995	\$12,776,265	\$17,005,185	\$20,577,085	\$23,820,480	\$27,575,190	\$31,921,695
cross-sells	\$1125	\$4536	\$51,787	\$135,581	\$271,725	\$421,518	\$600,993	\$799,931	\$1,064,681	\$1,417,087	\$1,714,743	\$1,985,062	\$2,297,943	\$2,660,156
advertising	\$12,000	\$43,000	\$90,000	\$180,000	\$270,000	\$900,000	\$1,800,000	\$2,100,000	\$2,100,000	\$2,200,000	\$2,550,000	\$2,550,000	\$2,550,000	\$2,550,000
	=		=				=				=			
	\$188,308		\$12,888,951				\$58,674,928				\$122,752,286			

10% market share (420,000 adoptions) | 5% adoption fee (avg \$15 per) | *Modest Growth*

	pre/soft launch		YEAR 1				YEAR 2				YEAR 3			
	q1	q2	q3	q4	q1	q2	q3	q4	q1	q2	q3	q4		
shelters	8	64	256	500	976	1756	2669	3712	4,940	5990	6289	3712	9288	10,750
adoptions	180	1680	10,940	24,400	57,168	106,560	168,216	243,744	324,336	411,096	475,800	550,680	637,416	737,784
adoption revenue	\$2700	\$25,200	\$164,100	\$366,000	\$857,520	\$1,598,400	\$2,523,240	\$2,924,928	\$4,865,040	\$6,166,440	\$7,137,000	\$8,260,200	\$9,561,240	\$11,066,760
upsells	\$612	\$4536	\$21,636	\$65,880	\$154,332	\$285,894	\$454,158	\$658,098	\$875,682	\$1,109,952	\$1,284,624	\$1,046,642	\$1,720,998	\$1,992,006
advertising	\$12,000	\$43,000	\$90,000	\$180,000	\$270,000	\$900,000	\$1,800,000	\$2,100,000	\$2,100,000	\$2,200,000	\$2,550,000	\$2,550,000	\$2,550,000	\$2,550,000
	=		=				=				=			
	\$88,048		\$4,955,684				\$27,271,890				\$52,269,470			

rapid 20% MARKET SHARE

(820,00 adoptions)

\$2,952,000 CROSS-SELLS
 20% catch rate (164,000) x \$18 avg commission)

\$3,097,890 ADVERTISING

\$37,800,000 ADOPTION REVENUE
 20% market share (820,000) of 4.2 mil adoptions
 15% of adoption fee (\$300 avg adoption fee= \$45)

\$43,849,890
annually

modest 10% MARKET SHARE

(420,000 adoptions)

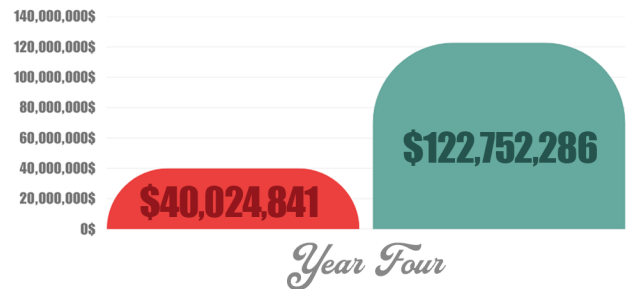
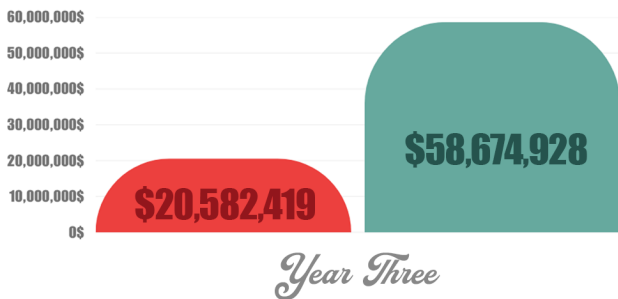
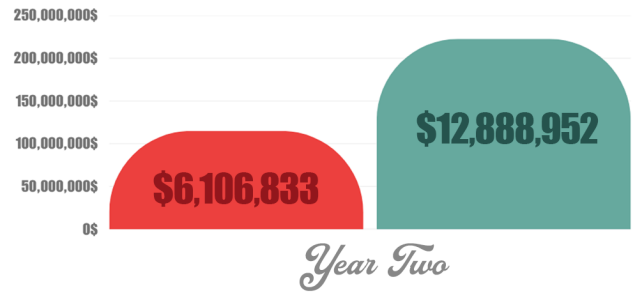
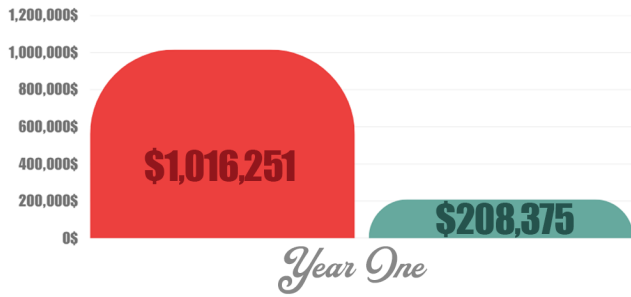
\$1,476,000 UP SELLS
 20% catch rate (82,000) x \$18 avg commission)

\$1,440,000 ADVERTISING

\$6,300,000 ADOPTION REVENUE
 10% market share (420,000) of 4.2 mil adoptions
 5% of adoption fee (\$300 avg adoption fee= \$15)

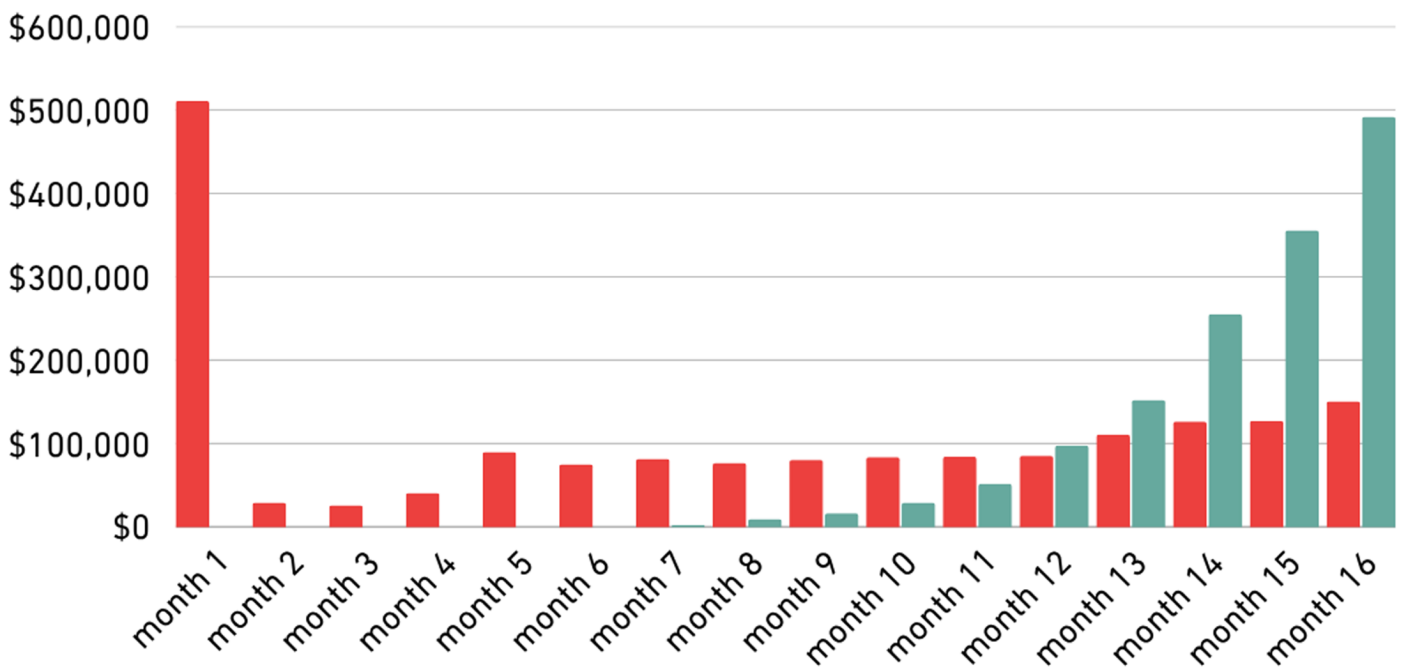
\$9,216,000
annually

Burn | Revenue



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 from inception) 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.





The *New* Way to Save Animal Lives...

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