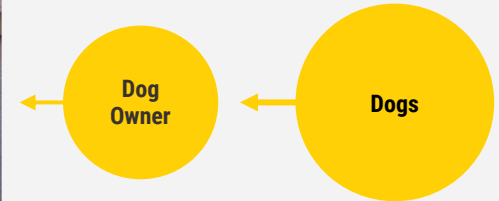
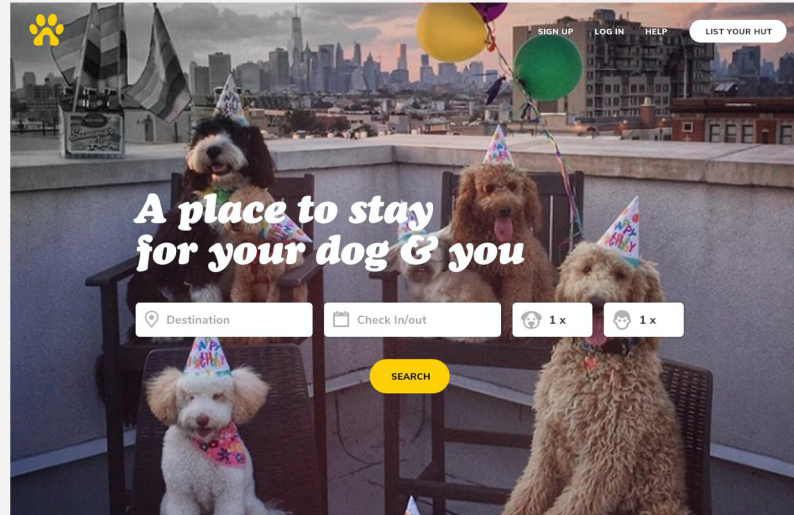
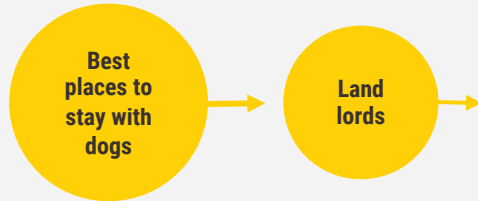




***Doggy Hut***

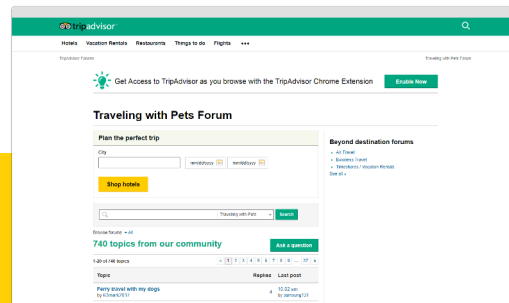
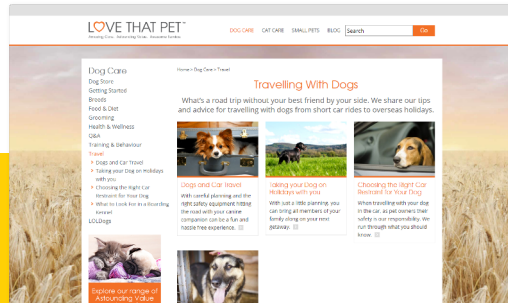
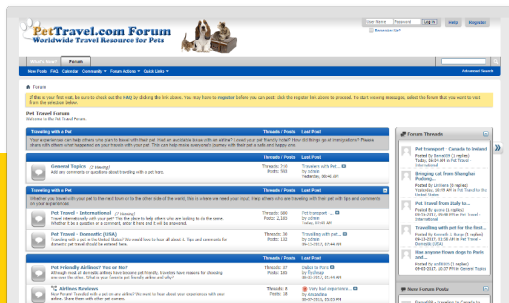
**Deck for Series A Round.**

# DoggyHut enables the best travel experience for dogs and dog owners.



DoggyHut is a peer-to-peer marketplace that connects dog owners and landlords to rent out places to stay with dogs.

# Dog owners travelling with their dogs struggle to find a place to stay that satisfies their own needs and the needs of their dogs.



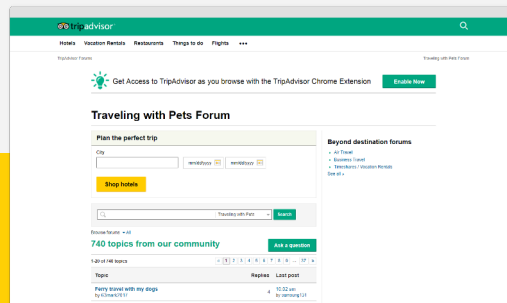
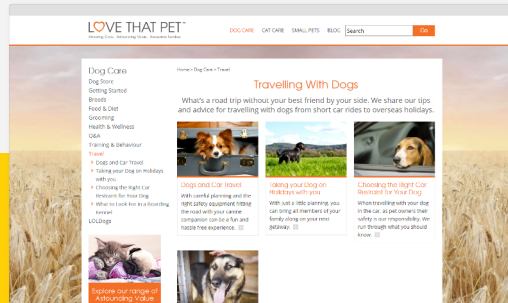
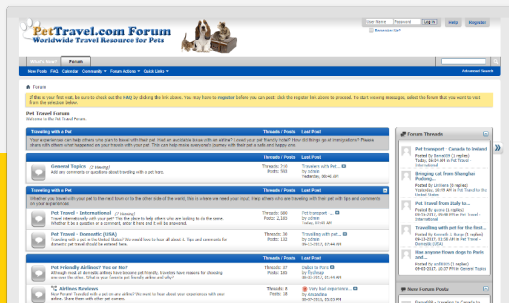
## Exhaustive research on:

- General platforms like AirBnB, [Booking.com](#) etc.
- Google & Bing
- Travel and Dog Forums & Portals



No central platform for  
"places to stay with dogs"

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## Exhaustive research on:

- General platforms like AirBnB, [Booking.com](#) etc.
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No central platform for  
"places to stay with dogs"

# DoggyHut is a marketplace that helps dog owners to find the best places to stay with their dogs.



The screenshot shows the DoggyHut website interface. At the top left is a yellow paw print logo. To its right are links for 'SIGN UP', 'LOG IN', 'HELP', and a dark button labeled 'LIST YOUR HUT'. Below these are search filters: a location pin icon with 'Berlin', a calendar icon with 'Nov 28 - Dec 04', a dog icon with '3 x', and a person icon with '2 x'. A row of filter buttons includes 'Hut in Garden', 'Dog's Facility (3)', 'Room Type', and 'Human's Facility (0)'. A central filter menu is open, listing 'Bath', 'Dog Channel', 'Fenced Garden' (selected), 'Free Barking', 'Other Animals' (selected), 'Playground' (selected), 'Pool', 'Slide', and 'Toys'. Below the filters are three listings: 'Karl's Bridge' (Berlin style street dog life, \$160, 8.2 rating), 'Dog Loft' (For five dogs and 10 humans, \$635, 7.5 rating), and 'Green Oasis' (House + garden midst of Berlin, \$490, 9.0 rating). Each listing includes a photo of a dog.

- Targeted & convenient search via filters
- Exploration & Inspiration
- Peer-Recommendations by other dog owners



Enabling the best travel experience for dog owners and dogs

# DoggyHut addresses a growing \$128bn market with a \$144m revenue potential in 2025.



Global expenses  
for holidays with dogs

Total Addressable  
Market (TAM)

**\$128bn**

- + 460m dog owners worldwide
- + 57m travelling with their dogs
- + Expenses per travel: \$1,320
- + Travels with dog per year: 1.7

Expenses only for accommodation  
for dog owners and dogs

Serviceable  
Available Market  
(SAM)

**\$56bn**

Share of accommodation costs of  
total travel expenses: 45%

← Enormous  
additional market  
potential through  
growth in dog  
ownership and  
creating more  
demand for  
"traveling with  
dogs" driven by  
DoggyHut

Revenue potential  
DoggyHut

Serviceable  
Obtainable  
Market (SOM)

**\$144m**

Projection for 2025  
+ \$1,2bn GMV  
+ 1,7m active users  
+ 800k listings

← Additional  
revenue  
potential by  
offering  
transportation  
and activity  
packages for  
people traveling  
with their dogs.

# Dog ownership is at the highest level ever while dog owners want to travel more with their dogs.



## Dog Ownership Trends



Number of dog owners at highest level ever.



Dog ownership up 29% in past decade; 37% estimated growth for next decade.



Growth in number of dog owners far exceeds population growth.



## Travel Trends



Growth rate of dog owners travelling with their dogs: 38% in last two years.



86% of dog owners state that a platform like DoggyHut would increase their spend for traveling with their dogs significantly.

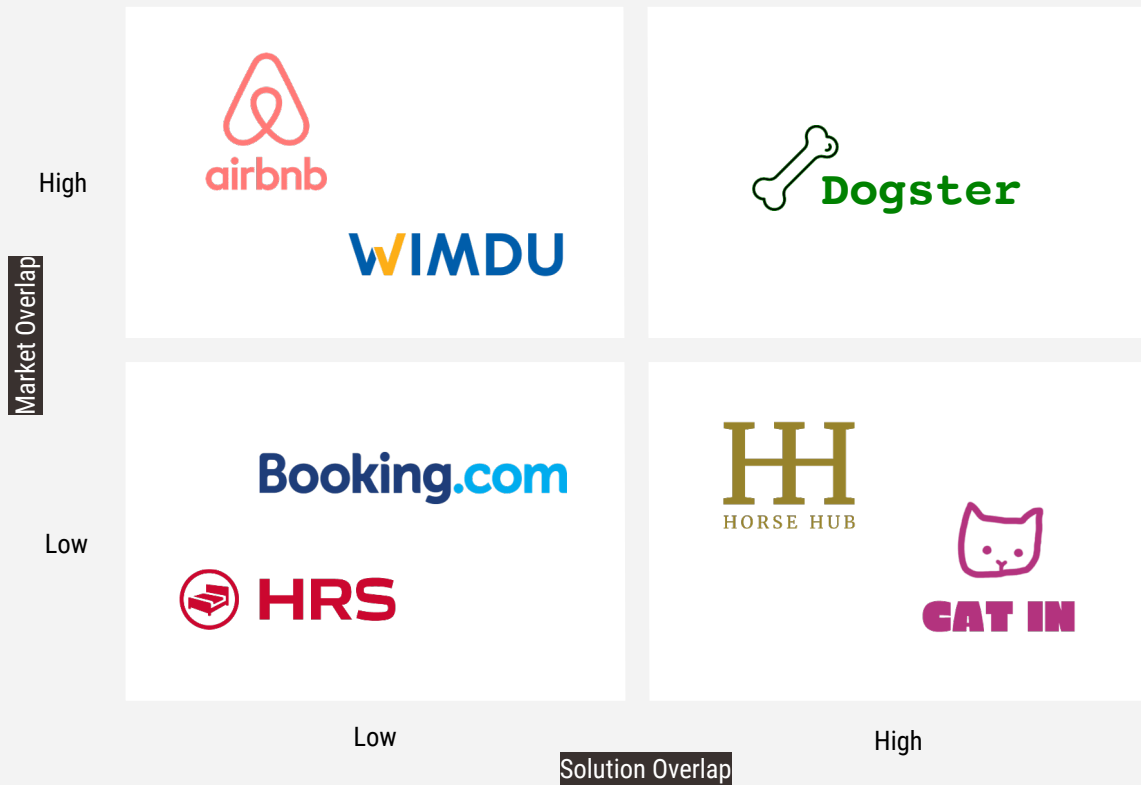


Airbnb educated and opened the market for new vertical players: Misterb&b raised \$8.5 million to build the Airbnb for the LGBTQ community.



## Market Inflection Point

# DoggyHut is the only dog focused travel marketplace and has a patented AI solution to acquire hosts.



## USPs DoggyHut:

1. Best Product Experience for "Dog use case"
  2. Marketplace model
  3. AI Solution to acquire hosts
- + AAA Team

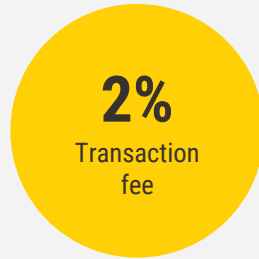
**Secret Sauce**



# DoggyHut takes in total a 12% commission on each transaction.



Travellers



+

Landlords/Hosts



# DoggyHut has found a scalable demand generation engine and owns unique IP to acquire hosts.



## Demand = Travellers

	Q4/2017 (actual)	Q4/2019 (estimated)
Performance Marketing: Facebook & Adwords	77%	55%
SEO: Content Marketing	17%	20%
Viral	3%	5%
Direct & Other	3%	20%
<b>CAC (blended)</b>	<b>\$244</b>	<b>\$284</b>
<b>CLV</b>	<b>\$1,053</b>	<b>\$1,428</b>
<b>Payback</b>	<b>15 months</b>	<b>10 months</b>

## Supply = Landlords/Hosts

### AI Solution

Identifies automatically hotels, holiday resorts and owners of dog friendly apartments and vacation houses.

Onboarding via  
Host Acquisition Team (HAT).

# The founders are well educated, experienced and crazy about dogs. The team already exited a unicorn.



**Marc Saltberg, CEO**



**Elon Muscle, CTO**



**Larissa Layer, CMO**

**Education**



Harvard  
Business Economics (MSc)



Stanford  
Data Science (PhD)



Vanderbilt  
Master in Management (MSc)

**Career**



Microsoft



Google



RocketHub

**Dog**



Billy, 1 yr



Larry, 11 yrs



Oli, 7 yrs

**Founding exp**

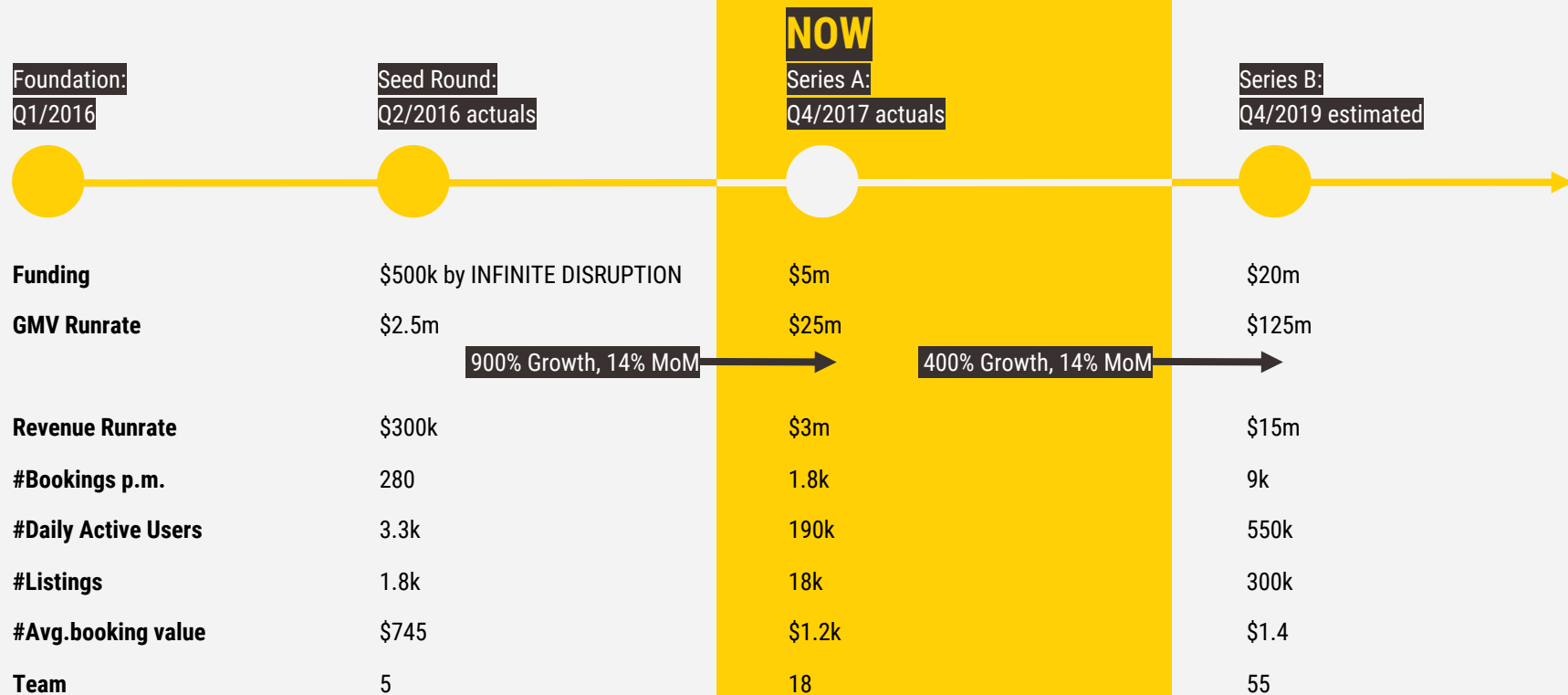
Founded together the leading Unicorn Marketplace



UNICORN  
UNITED

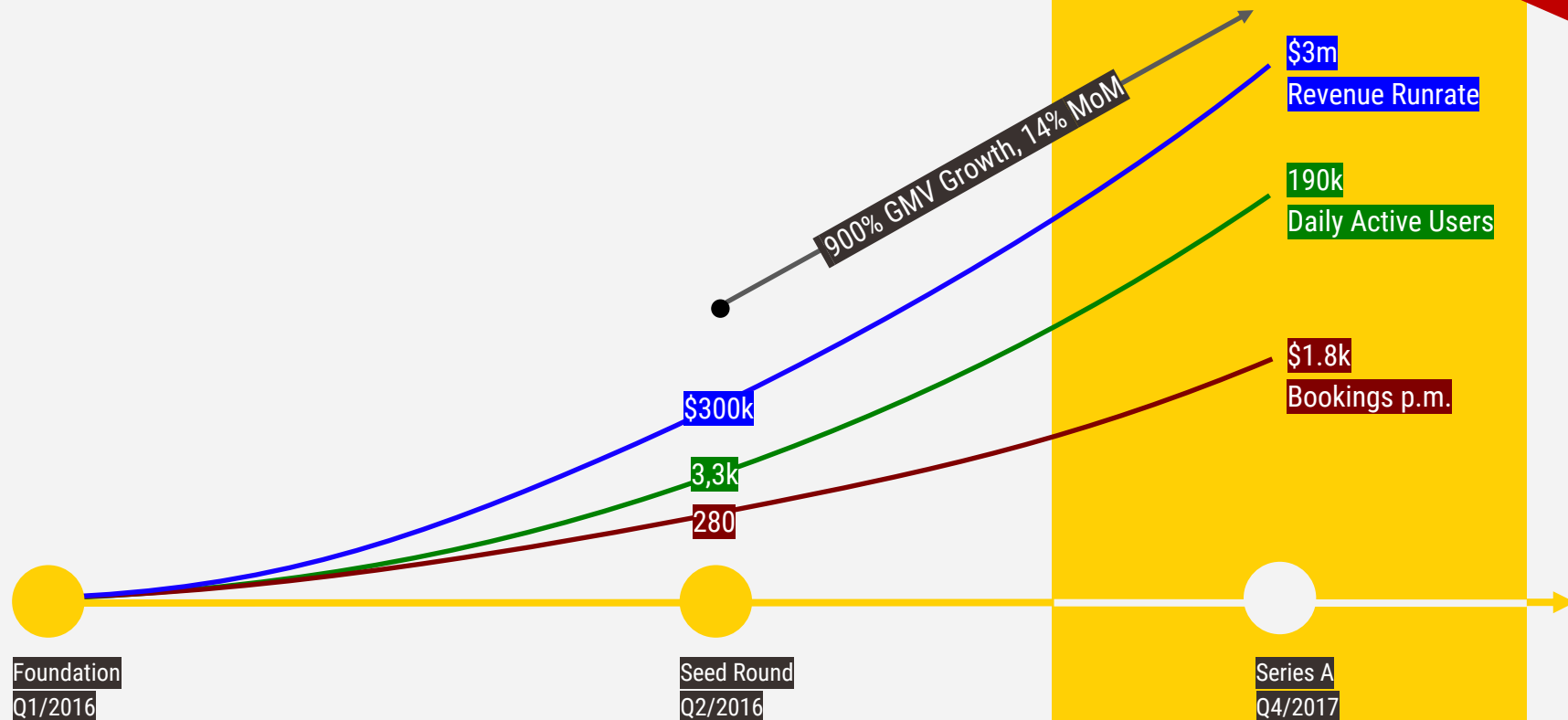
Exit for \$1.1bn after 3 years

# We reached a revenue runrate of \$3m, 1.8k bookings per month and 190k active users (→ 900% growth).



# We reached a revenue run rate of \$3m, 1.8k bookings per month and 190k active users.

Alternative Slide



**In 5 years, DoggyHut will be the global No. 1 go-to inspiration and booking platform for every dog owner traveling with their dog(s), serving >1.5m users and >50k bookings per month.**



***Doggy Hut***

# DoggyHut is raising a \$5m Series A.

## Become now part of our journey:

We're looking for an investor to lead our \$5m Series A round with at least \$3m.

All of our existing investors already committed to take their pro rata.



**Marc Saltberg, CEO**

[marc@doggyhut.com](mailto:marc@doggyhut.com)

+4912345678 9

# Turning you into an outstanding fundraiser

This pitch deck and the [related article](#) are presented by:



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