

Watch Video

**Website** 

Social



REVOLUTIONIZING PET SERVICES THROUGH

PAWCADEMY & PAW SOCIALS

#### 2009

Gary founded South Park Doggie DTLA aka DoggieWorld. Expanded to LAX area in 2016, becoming LA's premier boarding facility.

#### 2020

COVID-19 challenges led to innovative responses.

Creation of the World's first Theme Parks for Dogs and Humans.

#### 2021

Gary launched Pawcademy School and Theme Park Paw Social. SPD opened Doggieland and Adventureland. Workforce grew from 30 to 75 employees. Net revenue nearly tripled from \$2 million to \$5 million within two years.

#### **2022 - Present**

Formation of South Park Doggie Corporate team.

Launch of DoggieWorld Pawcademy and Theme Parks in 2023,

Upcoming growth: Franchising in 36+ states.

Multiple private equity interested & potential brand Ambassadors like Snoop Dogg.

#### **GOAL**

40x current revenue nationwide by leading the U.S. pet care industry with up to 50 locations in 3-5 years.



# PAWCADEMY • THEME PARK • PAW SOCIAL





## WORLDS FIRST

# PAWCADEMY DOG SCHOOLS AND THEME PARKS FOR DOGS AND THEIR PET PARENTS

What the WOOF Do We Do?



PAWCADEMY
PLAYCARE and
STAYCARE offer
specially curated
activity-enriched
daycare and
boarding to foster
every dog's social,
mental, and
physical
development.



PAWCADEMY16
Course Curriculum
-Swimming
-Agility
-Arts & Crafts
-Puzzles
-Pet Flix
-Language Buttons
-Football
-Soccer
and More!



THEME PARK PAW
SOCIAL features
music, food, and
prizes for pets and
their owners to
socialize and
celebrate their
pup's achievements
in a safe and
supervised setting.

At South Park Doggie Pawcademy, our mission is to nurture every dog's social, physical, and mental growth. Our comprehensive curriculum, complete with quarterly updates, guarantees top-tier care and education for your pets. Our Paw Social events, set in vibrant dog-themed parks, offer a space for pet parents to connect and flourish within our community. Welcome to a place where excellence in canine development meets heartfelt connections.

### DOGGIEWORLD PAWCADEMY CURRICULUM CLASSES

Every class in our curriculum is thoughtfully designed to promote physical, mental, and social growth, ensuring a comprehensive development experience for every dog





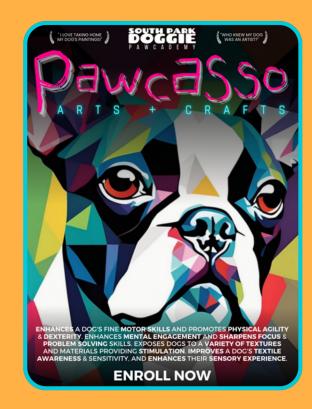












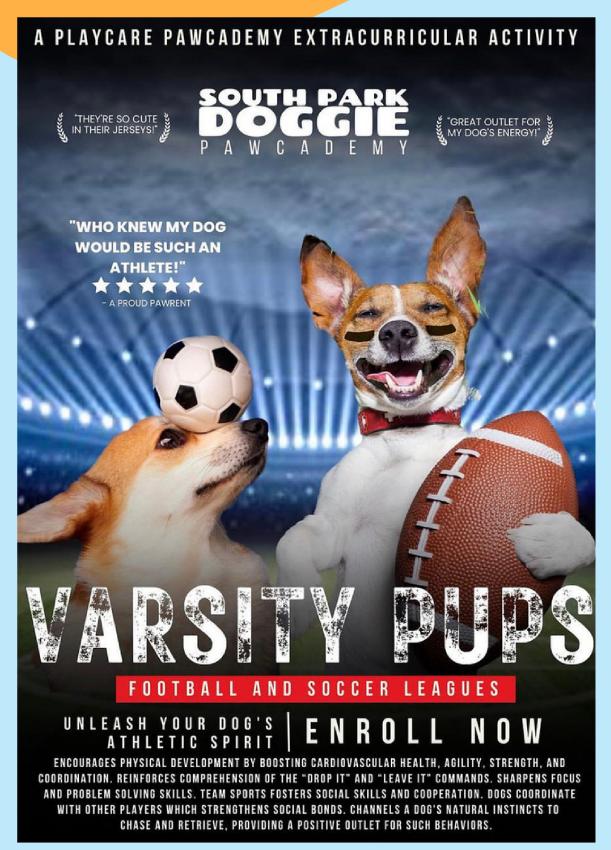








SNOOP YOUTH FOOTBALL & SOUTH PARK DOGGIE BOWL





The DoggieWorld Doggie Football League brings together thrilling K9 action with family-oriented enjoyment, blending excitement and community spirit

watch video



# POGGIE WORLD R PAWCADEMY • THEME PARK • PAW SOCIAL

### Dominates the Competition

DOGGIEWORLD

**Dog People** 

**Wag Hotels** 

Dogtopia

BOARDING/ DAYCARE









OBEDIENCE TRAINING







X

PAWCADEMY ENRICHMENT ACTIVITIES









PAW SOCIAL
/ PAW BAR









THEME PARK









### RECURRING MEMBERSHIP GROWTH BY YEAR





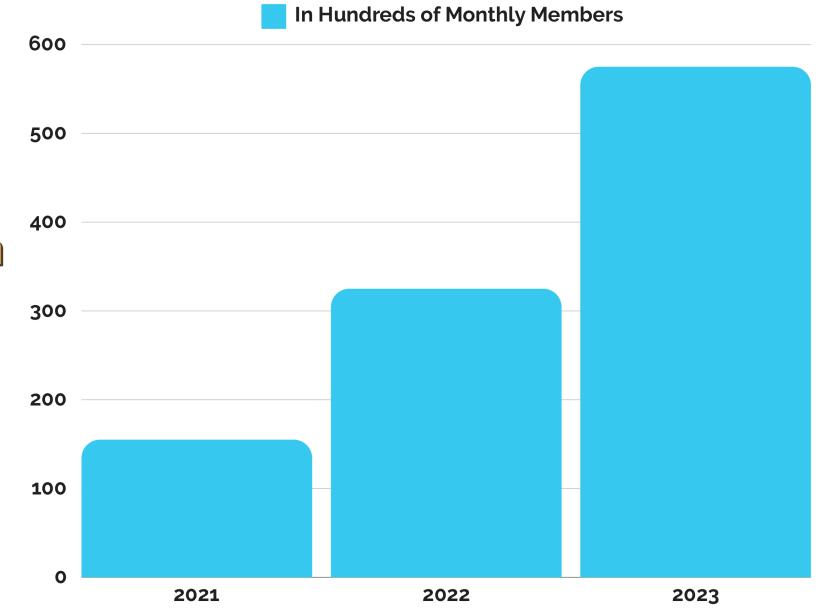








By pioneering a monthly membership school system for dogs, we've significantly enhanced our monthly membership engagement, achieving an impressive 271% membership growth since 2021 with consistent recurring monthly revenue.

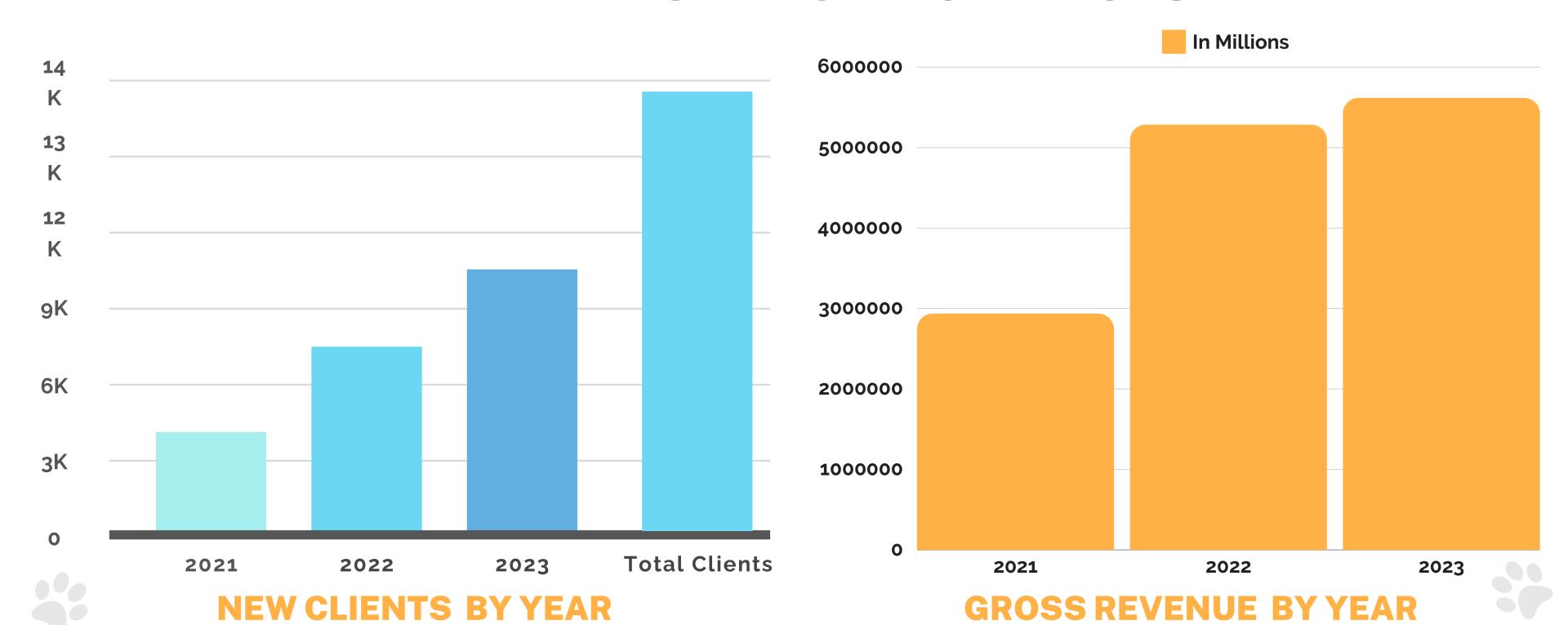




## DOGGIE WORLD R PAWCADEMY • THEME PARK • PAW SOCIAL



## GROWTH IN NEW CLIENT ACQUISITION AND REVENUE FROM 2021 - 2023



## PRIVATE EQUITY INTEREST









<u>Private Equity Engagement</u>: Our initiative has garnered interest from several esteemed private equity firms, demonstrating a strong commitment to our national expansion strategy. We are poised for significant growth, targeting the expansion of 36 to 50 new locations within the next 3 to 5 years. This is supported by robust financial backing and a wealth of industry expertise, ensuring a solid foundation, and plans for expansion.

<u>Rapid Expansion & Exit Strategy:</u> Our plan delineates a robust expansion strategy that enhances our footprint across multiple revenue streams, including retail, e-commerce, veterinary services, and other key brand profit drivers. This diversification not only fortifies our position in the market but also significantly boosts our revenue potential. Targeting exit valuation in the range of \$200 million - \$250 million.



Las Vegas, Nevada



Phoenix, Arizona



Dallas, Texas



Miami, Florida

## **DoggieWorld Acquisition & Conversion Model**

Our model is to acquire distressed dog daycare facilities across the USA and convert them into DoggieWorld by Snoop Dogg facilities. 5 year plan = 36-50 locations in operation, acquisition & brand conversion results in a 2x ROI within 1 year. (See below.)

#### **BEFORE CONVERSION**

CAMP RUN-A-MUTT
NATIONAL FRANCHISE MODEL
Best Revenue Prior 2021: \$800K/yr
(40 dogs per day @ \$40 per dog)

#### **AFTER CONVERSION**

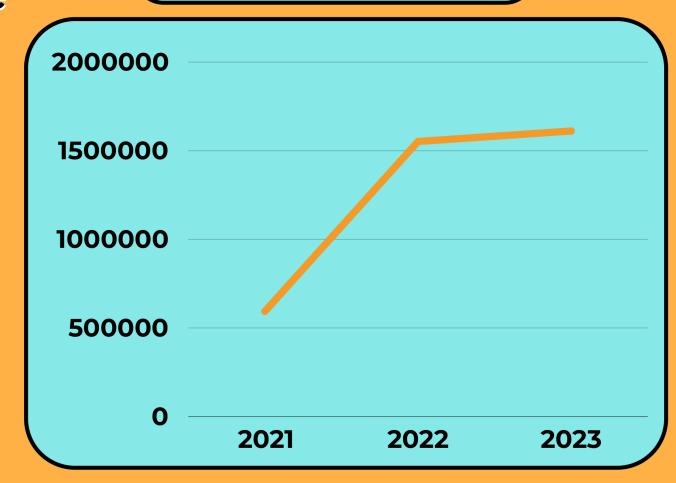
SOUTH PARK DOGGIE

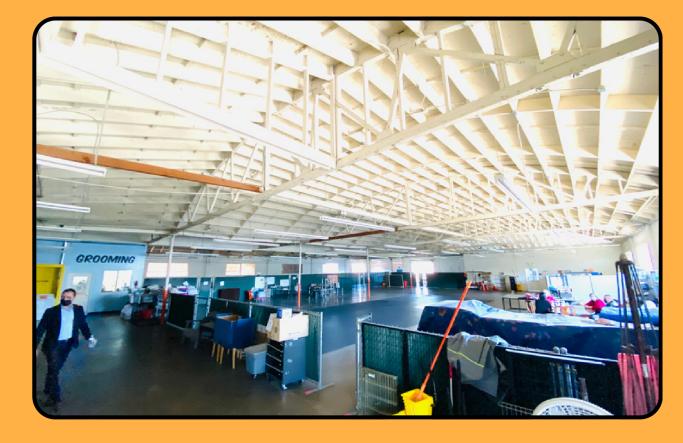
DOGGIEWORLD MODEL

Revenue 2023: \$1.62 Mil/yr

(80 dogs per day @ \$70 per dog)

#### Revenue Chart









## What's in it for SNOOP DOGG? Doggieworld Brand Ambassador

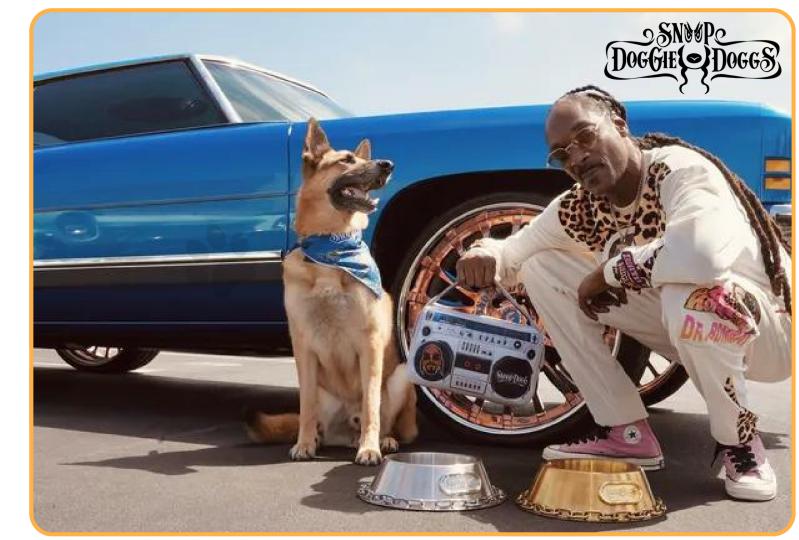
We're drawn to Snoop's longstanding commitment to canine welfare, evident through his rescue efforts and collaborations with PetCo, Snoop's Private Brand, and Martha Stewart. Doggieworld isn't just about our state-of-theart facilities; we also offer products for at-home care, complimenting our daycare, training, and boarding services. We invite Snoop to join us in our mission to enrich the lives of dogs and their families, fostering safe, joyful environments where dogs can thrive.

#### **Our Offering to Snoop Dogg:**

- 10%-20% Profit Sharing from all locations, Equity Stake.
- 25%-50% Brand Merchandise Profits
- 3% Profits Donated to Snoop's Nonprofit Charity
- Ability to sell Snoop Dogg "Doggie Dogg" Products in our retail locations & E-commerce expansion
- Exclusive Media Expansion, Podcast, and more...
- Sales of Food & Beverage from Paw Social Theme Parks
- DoggieWorld by Snoop Dogg CBD Brand

#### **Exit Strategy:**

Operate up to 50 locations for the next five years +/- with a 5-8x multiplier, as we will have expanded our offering to retail, e-commerce, veterinary care, and additional profit centers that are not included in these projections — approximately \$200 million - \$250 million exit, with 20% earnings for Snoop upon exit.



# Doggie World - by Snoop Dogg National Expansion Timeline

#### **APRIL / MAY 2024**

- Engage with Snoop to become DoggieWorld Brand Ambassador
- Negotiate Private Equity Deal with Broad Sky Partners for Initial Equity Investment and National Corporate Expansion.

#### **JULY 2024**

Begin National Expansion
 Plans for Acquisition into West
 Coast markets. Acquire up to 5
 existing dog daycare facilities
 in Las Vegas, San Diego, &
 Phoenix and rebrand into
 DoggieWorld, by Snoop Dogg.

#### **OCTOBER 2024**

- Launch Snoop-Branded
   Pawcademy Learning Materials
   & In-Home Curriculum
   Programs.
- Launch "Paw Bar", interactive outdoor food & beverage Theme Park for parents & dogs.

#### **YEAR 2 - 2025**

- Key States: TX, NV, FL, & AZ with Flagship Locations in major markets Dallas, Houston, Miami, Pheonix, & Orlando.
- Launch Snoop Branded Products and National Advertising Campaigns.

#### **YEAR 3 - 2028**

- National Expansion in 12
   States, 36-50 locations in Top Tier Cities.
- Nationally Branded
   DoggieWorld retail locations, &
   e-commerce product sales:
   Amazon, Walmart, etc.

#### **YEAR 5 - 2030**

- Company valuation up to \$250
   Million, up to 50 Locations
   Nationwide.
- Nationally Licensed Branded
   Product Sales to exceed \$300M+

SOUTH PARK DOGGIE

# WATERLAND

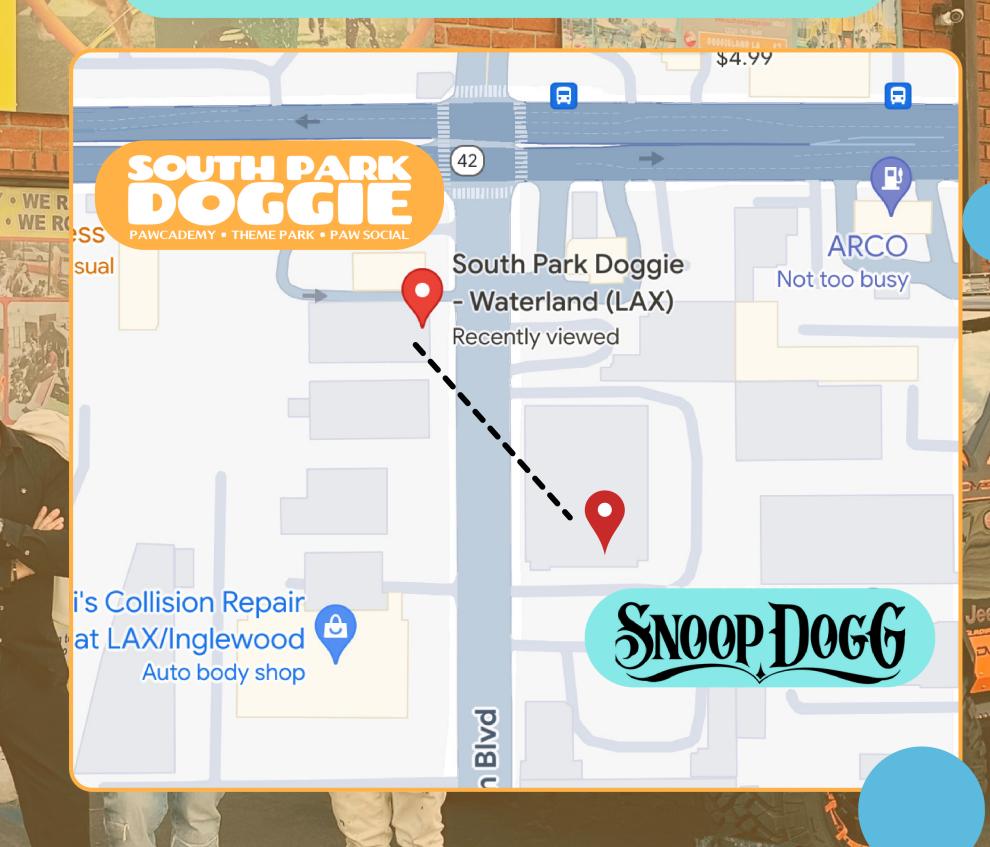
ark for Dogs

8613

3613 Aviation Blvd, Inglewood, CA 90301

- PARTNERS WITH LA UNIFIED SCHOOL DISTRICT HIRE YOUTH PROGRAM
- HOST COMMUNITY EVENTS
- COMMUNITY OUTREACH AND ENGAGEMENT
- YEARLY YOUTH AND PET CHARITY DONATIONS
- ASSISTING WITH ANIMAL ADOPTION & RESCUES FOR LOCAL NON-KILL SHELTERS
- CREATING LEARNING PROGRAMS FOR BREEDS WITH RISTRICTIONS









## MEDIA COVERAGE







FEATURED ON NEWS
OUTLETS 5+ TIMES



BEST YOUTH TO HIRE PROGRAM BY LOS ANGELES UNIFIED SCHOOL DISTRICT



BEST OF DOWNTOWN FOR 9 YEARS



Google







BBB A+ RATING







# OGGEVO

LOCAL BRAND PARTNERS

BREWERY



Best Friends Animal Society









































