



MAXWELL GRUBAUGH

PROBLEM

Lack of:

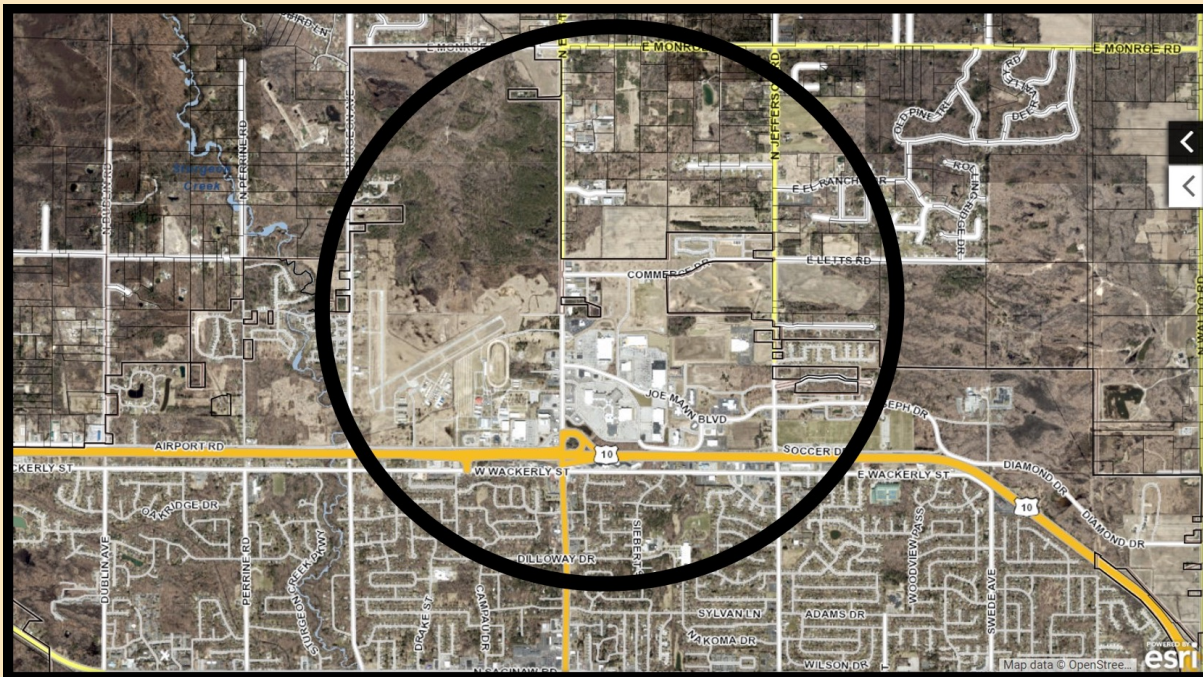
- Kennels
- Trusted kennel providers
- Convenient booking
- Doggie daycare
- Doggie events



SOLUTION

HappyPets Lodge

- Midland's premiere kennel
- Overnight and daycare services
- Convenient Location
- Modern hotel style booking
- Trust: 24/7 video monitoring
- 24/7 staff
- Trained staff
- Doggie birthdays, training, etc.



CUSTOMER

- Midland County Dog Owners



Young Professionals



Busy Families



Retirees

MARKET OPPORTUNITY



1,528 – 10% of SAM – Year 3

2,292 – 15% of SAM – Year 5



15,280 – SAM: Households in Midland County with Dogs



34,336 – TAM: Households in Midland County



COST STRUCTURE

Monthly Operating Costs

- Mortgage - \$2,000**
- Wages - \$16,200**
- Marketing - \$1000**
- Food - \$1,800**

Construction Phase

- Land - TBD**
- Cost of Building - \$250,000**



REVENUE STREAMS

Assumptions

- Kennel capacity rate 80%
- Annual revenue growth 20%
- Kennel boarding rate (per day) \$45
- Daycare rate (per day) \$30

	Monthly	Annually
Boarding	\$23,268.75	\$279,225
Daycare	\$17,033.33	\$204,400
Training	\$6,066.67	\$72,800
Retail	\$4,200	\$50,400
Grooming	\$1,300	\$15,600
Doggie Birthday	\$606.67	\$7,280



KEY PARTNERS, RESOURCES, & ACTIVITIES

Key Partners:

- Veterinarians
- Groomers
- Trainers
- Breeders
- Adoption Agencies

Key Resources:

- Capital improvements: land and building
- Operating cash: 3-months

Key Activities:

- SBA Loan for Development
- Licensing and site plan development
- Hire a contractor
- Complete development



FORECAST

	Construction	Year 1	Year 2	Year 3	Year 5 2 Locations
SBA Loan	\$300,000				
Revenue		\$257,722	\$377,823	\$503,764	\$962,992
Expenses	\$290,000	\$179,663	\$234,002	\$297,784	\$462,447
Gross Profit	\$10,000	\$78,060	\$143,822	\$205,981	\$500,545



SCALE & GROWTH

- **Membership:**
 - Priority with Reservations**
 - Used in Hotel**
 - Recurring Revenue**
- **Year 5: Location 2 & Full-time Manager**
- **Year 7: Location 3 & Franchise Model**
- **Economic Impact: Jobs**
- **Community Impact: Valued Service/Trust**



COMPETITION

- **Foxbrook Kennel (Freeland)**
- **Home Services**

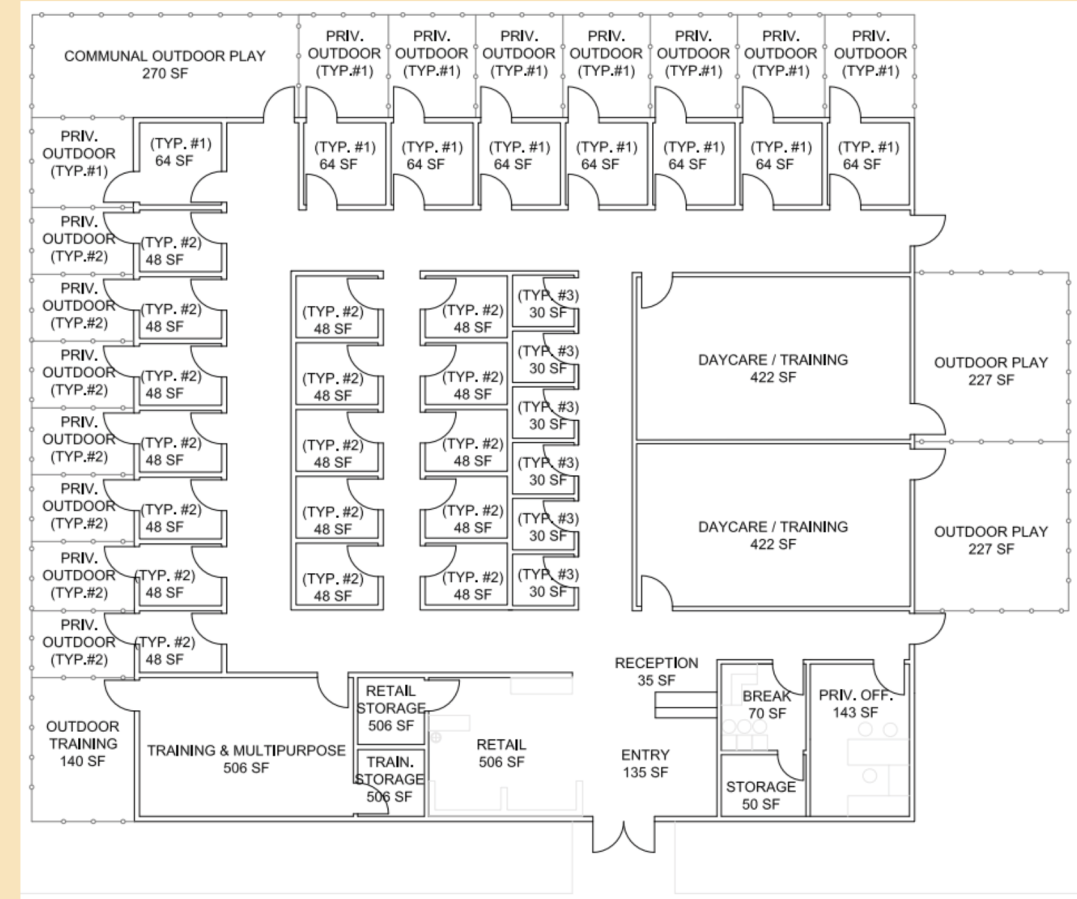
HappyPets UVP (Unique Value Proposition)

- **24/7 video monitoring**
- **Trained staff**
- **Daycare & Doggie Parties**
- **Grooming**
- **Convenient location**



REAL BUSINESS REAL IMPACT

- Capital Goal \$60,000
- Fulltime Commitment Graduation May 2025
- Open May 2026
- Impact
 - Valuable Community Service
 - Pet Care Education Hub
 - Employment Opportunities
 - Contractors (development)
 - Real Estate (development)



MY TEAM

Maxwell Grubaugh

Founder & CEO

John Gustincic

Faculty Mentor

Matt Smith

Realtor

Steven Wakeling

Mentor

Kendyl Wilson

Executive Marketing & Creative Director

Dan Ward

Mentor

David Nows

Faculty Mentor

Glenn Cross

Mentor



CONTACT ME

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FINANCIAL DETAIL

I. REVENUE DETAIL

(A) Boarding and Daycare - Assuming 80% capacity in year 3, with a gain of 20% each year, 40% year 1, 60% year 2 and 80% in year 3.

(A2) Grooming Rent, Doggie Events (birthday) and Training - Same assumption as (A), 80% capacity in year 3, same break down with 40% in year 1, and 60% in year 2.

II. CASH FLOW & BALANCE	YEAR 1	YEAR 2	YEAR 3
Cash Sources			
Revenue (A) Kennel and Daycare	\$199,290	\$290,175	\$386,900
Revenue (A2) Grooming, Training, ETC.	\$58,432	\$87,648	\$116,864
Investments/Grants/Awards	\$0	\$0	\$0
Subtotal	\$257,722	\$377,823	\$503,764
Cash Uses			
Cost of Goods Sold (B)	\$2,000	\$2,500	\$4,000
Wages	\$115,970	\$154,627	\$200,928
Rent	\$0	\$0	\$0
Utilities	\$11,150	\$11,150	\$11,150
General and Administrative	\$0	\$0	\$0
Marketing	\$12,000	\$15,000	\$20,000
Other Uses (D)	\$0	\$0	\$0
Other Uses (E)	\$0	\$0	\$0
Estimated Income Taxes (25% rate)	\$14,543	\$26,725	\$37,706
Capital Expenditures (C)	\$0	\$0	\$0
Mortgage/Loan/Other Debt Payments	\$24,000	\$24,000	\$24,000
Subtotal	\$179,663	\$234,002	\$297,784
Cash Flow	\$78,060	\$143,822	\$205,981
Starting Cash Balance	\$0	\$78,060	\$221,881
Ending Cash Balance	\$78,060	\$221,881	\$427,862

III. COST DETAIL

(B) Cost of Goods Sold: I will be purchasing items for the small retail at the front of my location.

(C) \$250,000 to build the building, \$1,000 for computers. In construction phase before Year 1.

