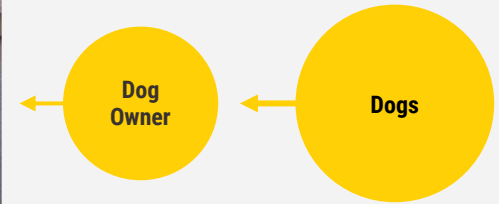
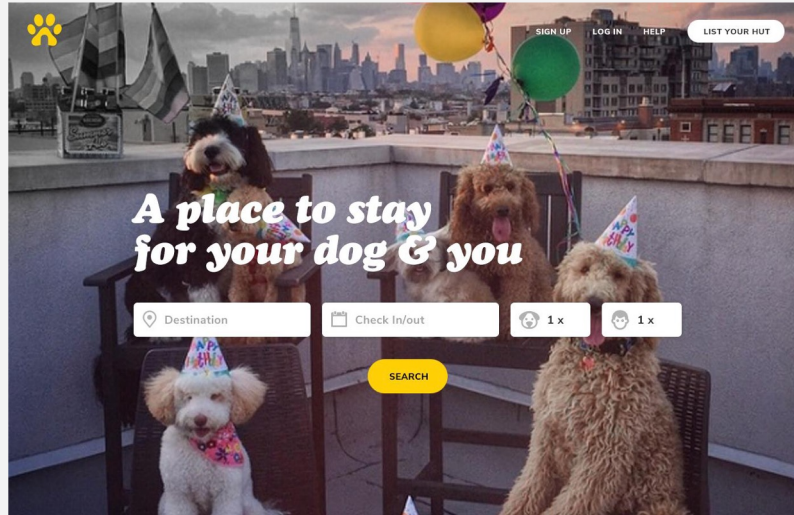
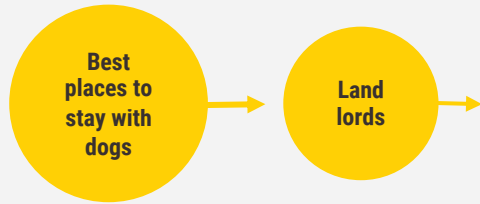




***Doggy Hut***

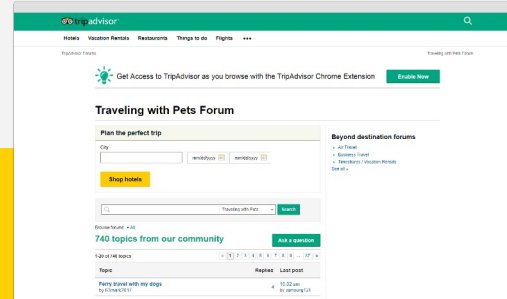
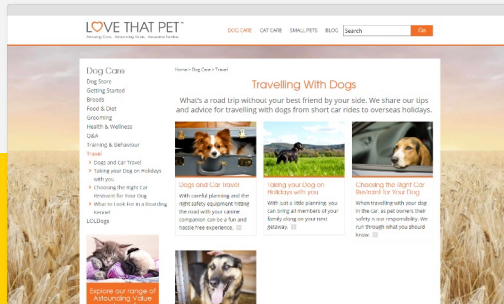
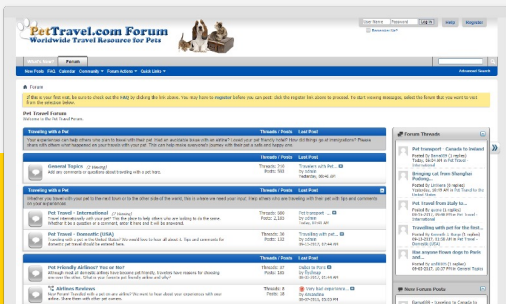
**Deck for Series A Round.**

# 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"

# 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 the yellow paw print logo. To the right are links for 'SIGN UP', 'LOG IN', 'HELP', and a dark button labeled 'LIST YOUR HUT'. Below the navigation is a search bar with filters: a location pin for 'Berlin', a calendar for 'Nov 28 - Dec 04', a dog icon for '3 x', and a person icon for '2 x'. Below the search bar are filter buttons: '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 X', 'Free Barking', 'Other Animals X', 'Playground X', 'Pool', 'Slide', and 'Toys'. Below the filters are three listings:

- Karl's Bridge**: Berlin style street dog life, \$160, rating 8.2. Image shows a dog lying down.
- Dog Loft**: For five dogs and 10 humans, \$635, rating 7.5. Image shows a dog looking up.
- Green Oasis**: House + garden midst of Berlin, \$490, rating 9.0. Image shows a puppy in a red polka-dot bowl.

- 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

Expenses only for accommodation  
for dog owners and dogs

Revenue potential  
DoggyHut

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

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

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



## Travel Trends



## Market Inflection Point



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.



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

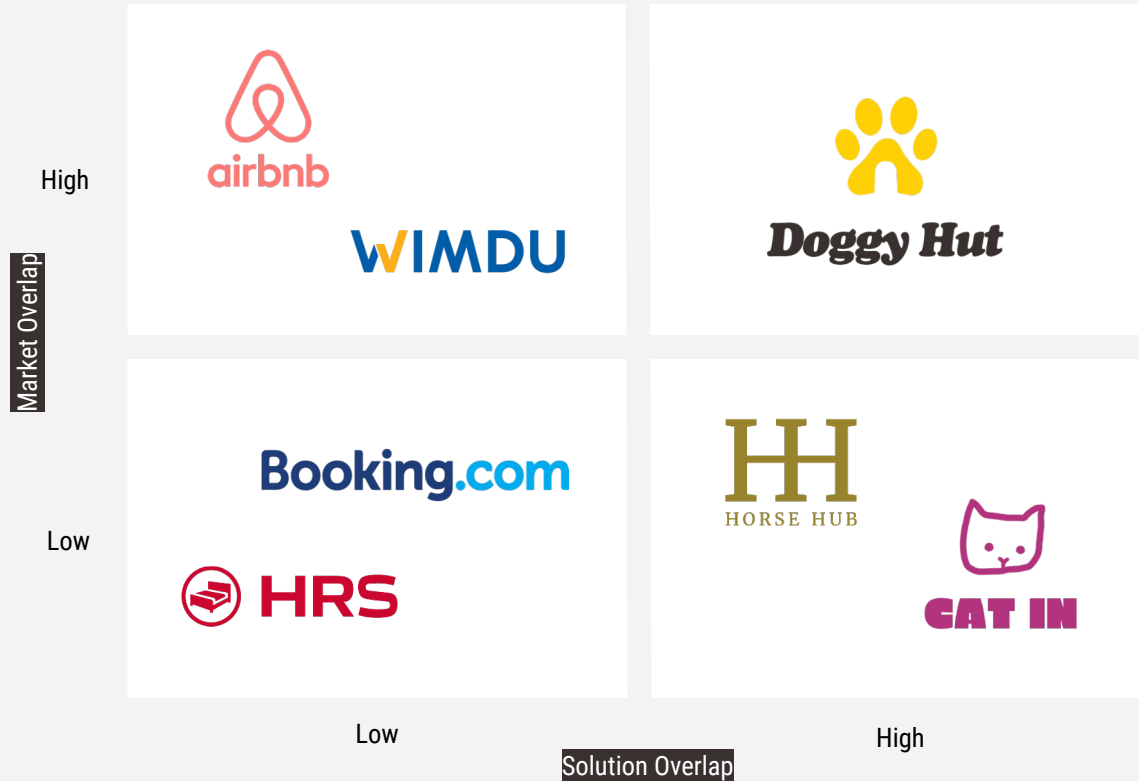


86% of dog owners state that a platform like DoggyHut would increase their spend for traveling with their dogs significantly.



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

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

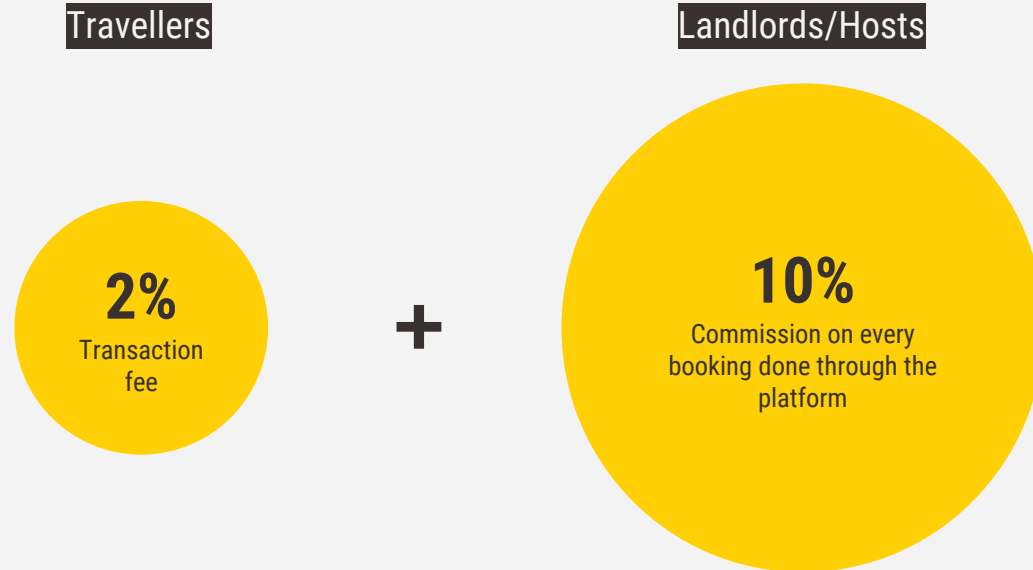


## USPs DoggyHut:

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.





# 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)



VVHU  
Master in Management (MSc)

## Career



Microsoft



Google



Racket Internet

## Dog



Billy, 1 yr



Larry, 11 yrs



Oli, 7 yrs

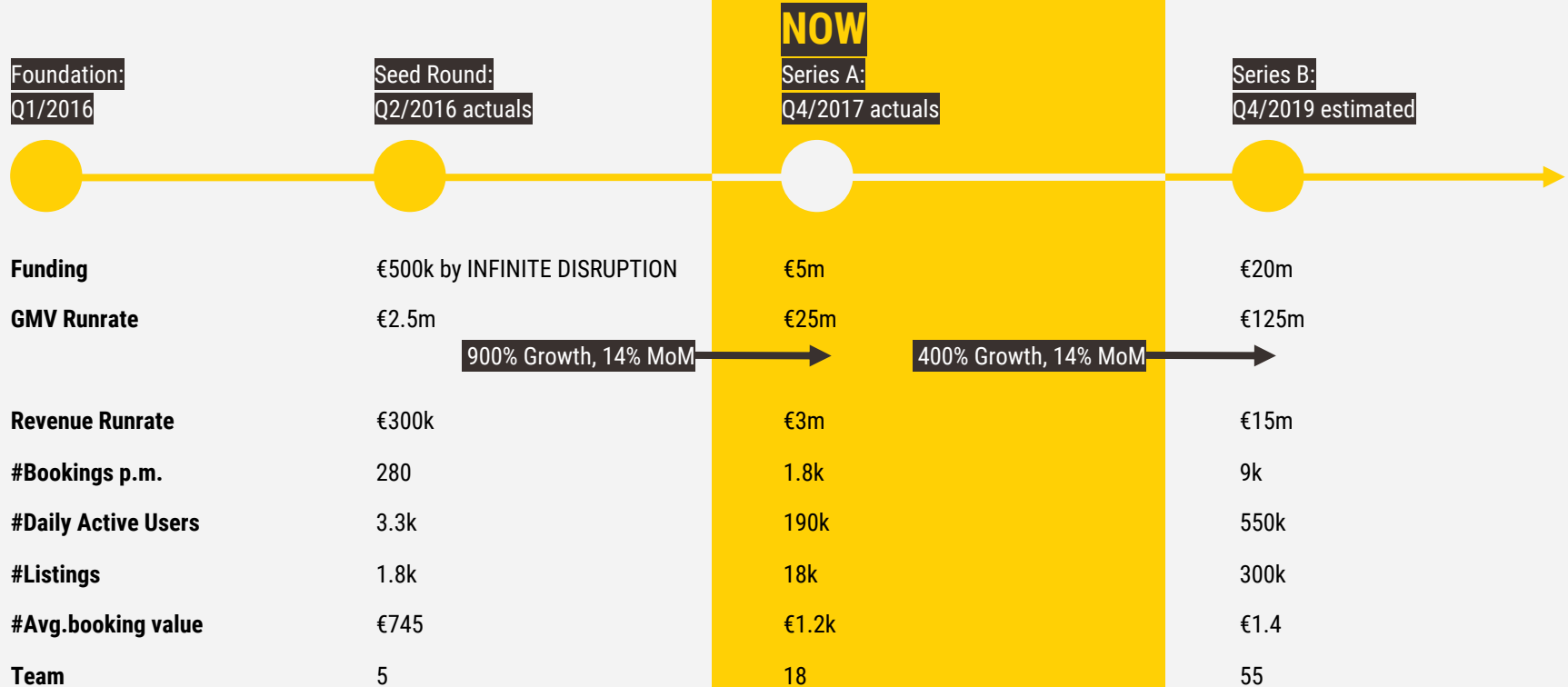
## Founding exp

Founded together the leading Unicorn Marketplace



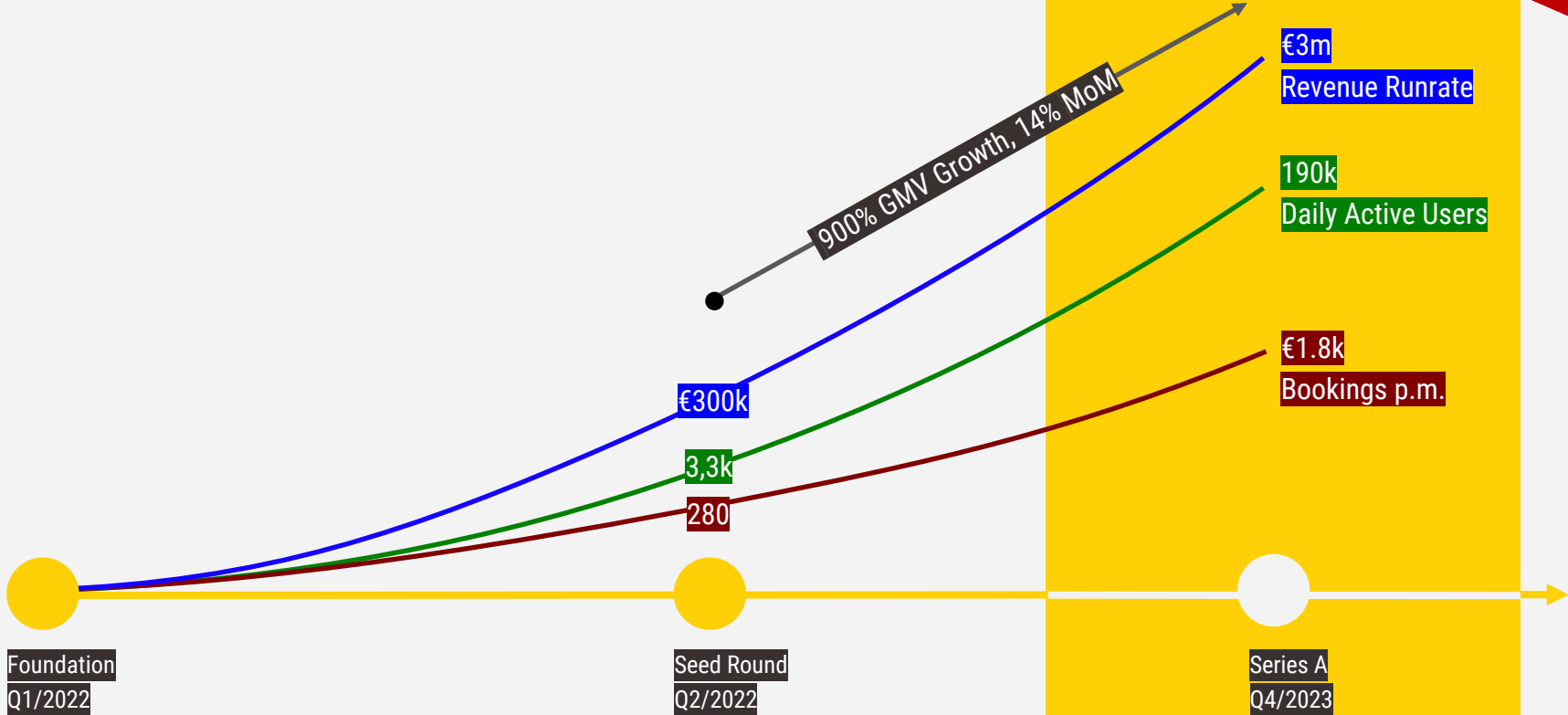
Exit for \$1.1bn after 3 years

# 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.

## Should we talk?

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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