



## COMPANY OVERVIEW

Launched in November 2024, Unleashed is revolutionizing dog healthcare by equipping pet owners with cutting-edge technology and a holistic approach to pet wellness. As a Limited Liability Company (LLC) electing S-Corp status, Unleashed strategically avoids double taxation while maintaining an organized and efficient corporate structure. Headquartered in Bakersfield, Unleashed operates through an e-commerce website and mobile app, focusing on educating pet owners and enhancing the overall lifestyle and well-being of dogs. Too often, our cherished companions leave us too soon due to undiagnosed conditions and delayed treatments. Unleashed addresses this gap by advocating for proactive care with products like the PawPro collar, which offers real-time health monitoring, and tailored nutrition plans that support pets' unique needs. Through these innovations, Unleashed not only provides a lifeline for pets but also empowers families to extend and enrich the lives of their beloved four-legged members.

## MISSION STATEMENT

Unleashed is dedicated to enhancing the lifestyle and well-being of pets through a holistic approach that focuses on health and nutrition by offering products and services that cater to each pet individually.

## ORGANIZATIONAL CHART

Unleashed is a hierarchical structured organization which emphasizes a clear chain of command that eliminates confusion within the company. Unleashed's highest chain of command is the Chief Executive Officer who oversees the company as a whole. The Chief Operations Officer and Chief Financial Officer will supervise the company's five departments. The firm currently has 25 employees who work in the Finance, Sales, Technology, Marketing, and Human Resources departments. Communication is key for Unleashed, and with this structure, Unleashed can better communicate with each individual in the company.



## PROBLEM

Every day, 3 in 5 pet owners struggle to understand their dogs' unique health needs\*, and 70% fail to provide proper nutrition\*\*. Standard pet care solutions, like kibble, strip essential nutrients, cause digestive issues, and overlook individual wellness needs. This gap leads to shorter lifespans, preventable health problems, and emotional hardship for families.

\*Doctor of Veterinary Medicine

\*\*JustFoodForDogs&PUBMED

## SOLUTION

Unleashed addresses this crisis with its PawPro Collar, offering real-time health monitoring, and tailored nutrition plans, including raw dog food and nutrient-rich snacks. These tools empower pet owners with actionable insights and personalized care, bridging the gap in pet healthcare and redefining dog wellness.

## COMPANY GOALS

### SHORT TERM

{WITHIN YEAR 1}

- 🐾 Finalize website and app
- 🐾 Secure a partnership with Self-Serve Pet Spa

### MID TERM

{2-3 YEARS}

- 🐾 Expand product line and develop app
- 🐾 Build a community

### LONG TERM

{4-7 YEARS}

- 🐾 In-house manufacturing
- 🐾 Create products and services for cats

## S.W.O.T. ANALYSIS



- 🐾 Comprehensive product line
- 🐾 Passionate and mission-driven team



- 🐾 Lack of brand recognition
- 🐾 User engagement & retention



- 🐾 Educating pet owners
- 🐾 Expansion of branding through partnerships



- 🐾 Customer hesitancy
- 🐾 Commercial industry competition

## BUSINESS RISKS

### IDENTIFIED



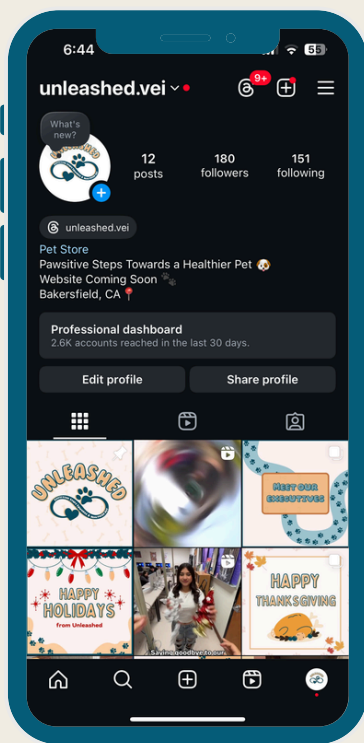
- 🐾 Liabilities
- 🐾 Supply chain

### ADDRESSED

- 🐾 Control measures
- 🐾 Licensed nutritionist
- 🐾 Insurance

- 🐾 California sourced supplies
- 🐾 Bi-weekly meetings
- 🐾 Strategic stockpiling

# PROMOTION



# TARGET MARKET



🐾 Millennials who are increasingly choosing pets over traditional family structures\* and represent over 30% of U.S. online shoppers\*\* are the ideal target for Unleashed. Social media promotions showcasing premium pet care can effectively engage this audience.

\*Pet Honesty & TotalVet

\*\*Promodo



🐾 Generation Z who has the highest dog ownership rate at 86%\* and are the majority of the audience at trade shows are Unleashed's secondary market. Combining traditional promotional methods with digital media can effectively reach these consumers.

\*Forbes Advisor

# PRODUCTS AND PRICING

## Treats



## Dog Food



## Collars



## STARTER BUNDLES



**Chomped**  
\$502



**A Dogs' Best Friend**  
\$1793



**Companion**  
\$965

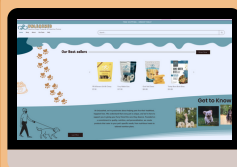
# POSITIONING



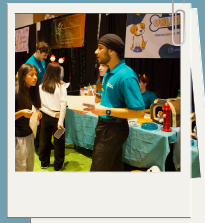
Unleashed chose brand colors of blues, yellows, and browns to align with dogs natural vision.

Unleashed enhances dog lifestyle with personalized nutrition and health tracking, offering science-backed solutions driven by integrity, reliability, and empathy for both dogs and their owners.

# PLACEMENT



**Web Sales & App**



**Trade-shows**



**Out of Network Contract**

Business contracts and trade shows account for 86% of the company sales, the remaining 14% are generated via the e-commerce website and PawMate app.





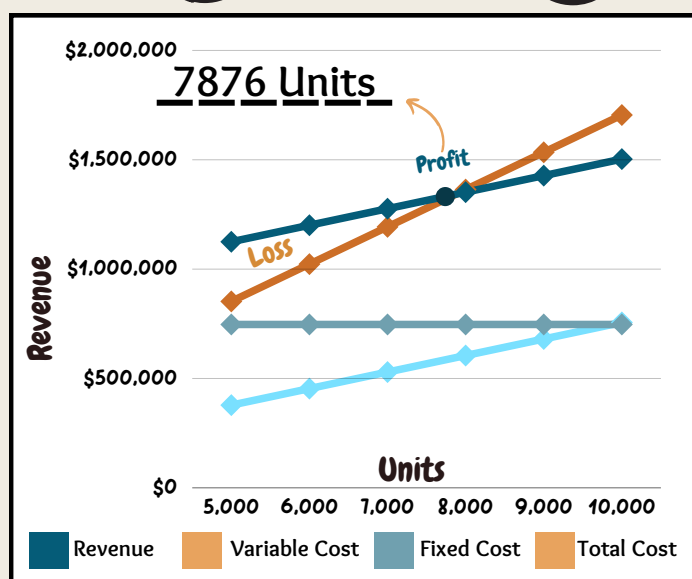
# FINANCIAL HIGHLIGHTS



In November 2024, Unleashed launched its operations after raising \$350,000 in total, through a variety of funding sources. Unleashed obtained a \$150,000 business loan with a fixed interest rate of 9%, Virtual Enterprise provided the company with an initial \$50,000 in Seed money. Three angel investors also contributed \$50,000 each to Unleashed, equaling out to \$150,000. These Angel Investors include Brown Armstrong CPAs, Central Cal Trucking Inc, and C&J Well Services.

## BREAK EVEN

Unleashed's break-even analysis was conducted based on an average unit price of \$171 and an average cost of goods sold (COGS) of \$76, yielding a profit margin of 55%. The company's annual fixed costs for its inaugural fiscal year totals \$746,982, with the largest expenditures including payroll, advertising and promotions, payroll taxes, insurance, and other operational expenses. Unleashed is projected to reach its break-even point by February 2025, with anticipated sales of \$1,342,520 and the sale of 7,876 units.



## PROFIT & LOSS

Income	11/1/24 - 12/31/24 - Actual	1/1/25 - 4/30/25 -Projected
Business Contract	\$160,000	800,000
Trade Show	254,971	959,993
Web Sales	66,370.00	409,253
<b>Gross Sales</b>	<b>481,342</b>	<b>2,169,247</b>
Less Cost of Goods	216,604	976,161
<b>Net Sales</b>	<b>264,738</b>	<b>1,193,086</b>
<b>Expenses</b>		
Accounting & Legal	3,000	7,000
Advertising & Promotion	47,873	233,543
Equipment Lease	1,600	4,800
Insurance	24,000	72,000
Rent	14,030	42,090
Loan Interest	1,281	6,238
Maintainence & Repairs	2,407	10,846
Depreciation	1,914	5,742
Office Supplies/Printing	2,500	5,500
Payroll (net)	116,539	349,617
Payroll Taxes	57,076	171,228
Security	500	900
Penson (401k)	7,720	23,160
Travel	2,500	25,500
Utilities	11,069	32,423
Miscellaneous	4,093	17,353
Total Expenses	298,102	1,007,940
<b>Profit</b>	<b>(33,364)</b>	<b>185,146</b>
Annual Distrubition (Owners/Angel Investors)		-30,000
Corporate Social Responsibility		-33,756
<b>Final Profit</b>		<b>121,390</b>

## BALANCE SHEET

Balance Sheet	
As of December, 2024	
<b>Assets</b>	
<b>Current Assets</b>	
Cash	377,204.00
Inventory	5,052
Accounts Recieveable	160,000
<b>Total Current Assets</b>	<b>542,256.00</b>
<b>Fixed Assets</b>	
Equipment - Computers	28,007
Less: Accumulated Depreciation	-1,084
Equipment - Furniture & Fixures	17,221
Less: Accumulated Depreciation	-642
Equipment - Office Equipment	4,430
Less: Accumulated Depreciation	-188
<b>Total Fix Assets</b>	<b>47,744</b>
<b>Total Net Assets</b>	<b>590,000</b>
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	124,254
Inventory in Transit	5,940
Accruals:	
Sales Tax Payable	20,019
Salaries Payable	93,958
Payroll Tax Payable	28,538
401(k) Payable	3,860.00
<b>Total Current Liabilities</b>	<b>276,569</b>
<b>Long Term Liaibites</b>	
Loan Payable	146,795
<b>Total Long Term Liabilities</b>	<b>146,795</b>
<b>Total Liabilities</b>	<b>423,364</b>
<b>Equity</b>	
Shareholder's Equity	200,000
Retained Earnings	-33,364
<b>Total Equity</b>	<b>166,636</b>
<b>Total Liabilities &amp; Equity</b>	<b>590,000</b>

Quick Ratio  
**1.75**

Current Ratio  
**1.94**

