



UNLEASHED

BUSINESS PLAN

2024-2025



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EXECUTIVE SUMMARY



RATIONALE

Each year, too many beloved companions leave their owners too soon, their conditions undiagnosed and treatments too late. Each goodbye, heartbreaking and premature, leaves a family mourning not just a pet, but a cherished family member, a best friend. Every day, millions of dogs face preventable health risks, with most owners unaware of these threats. Despite 90% of pet owners considering their dogs family¹, three in five fail to recognize critical health needs², and 70% don't provide the nutrition that could save their lives³. Additionally, 10 million dogs go missing each year in the U.S., leaving families shattered⁴. **Unleashed** was founded to break this cycle by offering a revolutionary solution to dog healthcare. Combining cutting-edge biotechnology with expert veterinary care, **Unleashed** provides innovative health tracking and personalized nutrition plans. With a deep understanding of the bond between dogs and families, **Unleashed** helps owners prevent tragedy by ensuring their dogs live long, healthy lives, offering families peace of mind. For the wagging tails and comforting paws, **Unleashed** is here to create a world where pet health is as personalized and compassionate as the love pets give their owners. It's not just about more years together; it's about the quality of life lived.

PRODUCT OVERVIEW

PAWPRO COLLAR



PAWMATE APP



DOG FOOD



TREATS



Unleashed offers a variety of pet products designed to meet the needs of every pet owner and their beloved companions, from high-tech collars to nutritious meals. The PawPro Collar, an innovative collar for tracking pet vitals, calories, and location, is produced by a dedicated manufacturer in Silicon Valley. The collar pairs seamlessly with the PawMate app, which provides pet owners with real-time health updates and the ability to track their pet's wellness. The app also features a community platform where users can share how **Unleashed** products improve their pets' lives and connect with each other. In addition to the collar, **Unleashed** offers a line of frozen raw dog food, made with high-quality ingredients like beef, potatoes, and blueberries. The food is processed by a manufacturer in Visalia and transported back to **Unleashed's** warehouses in Bakersfield. All products are efficiently delivered through Cal Trucking, with suppliers located in the heart of California's San Joaquin Valley.

COMPANY GOALS

SHORT TERM

{WITHIN YEAR 1}

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

MID TERM

{2-3 YEARS}

- Enhance product line and enrich the app
- Build a community

LONG TERM

{4-7 YEARS}

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

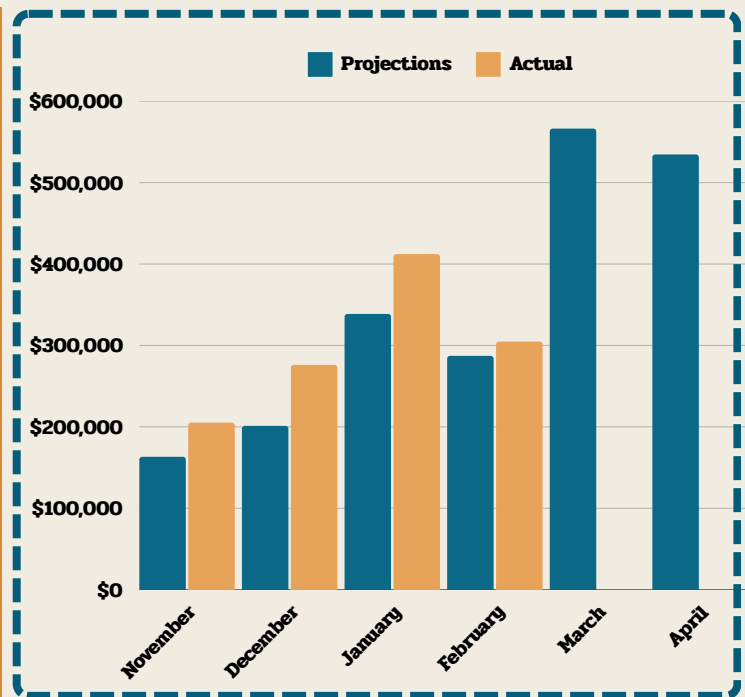


MISSION STATEMENT

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.

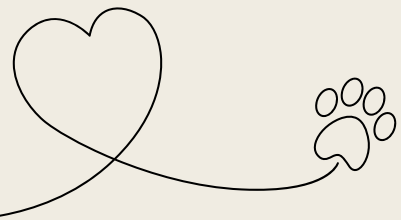
FINANCIAL HIGHLIGHTS

Unleashed officially launched in Bakersfield, California, in November 2024 as an LLC, electing to be taxed as an S Corporation. This structure was chosen to take advantage of the flexibility and liability protection of an LLC while avoiding double or even triple taxation with S Corporation status. The company started with a \$200,000 equity investment and \$150,000 in debt financing. A key milestone was securing a \$160,000-per-month sales contract with The Self Serve Pet Spa, providing a steady and reliable revenue stream. Through this partnership, **Unleashed** supplies products for The Self Serve Pet Spa to display and sell in their storefronts. With an average cost of goods sold at \$75.62 and an average selling price of \$170.47, **Unleashed** maintains a solid 55% gross profit margin. The company has consistently exceeded its sales projections and expects to break even by March 2025 after selling approximately 11,005 units. As of February 2025, **Unleashed** has generated a net profit of \$14,244 and is on track to close the fiscal year with a projected net profit of \$160,147. By year-end, total sales are expected to reach \$2.2 million, reflecting strong growth and financial success to meet its mid-term and long term goals.



According to The Business Research Company, the U.S. raw pet food industry is projected to be valued at \$3.68 billion in 2025, with an annual compound growth rate of 15.1% through 2032⁵. With such a strong market outlook, **Unleashed** remains optimistic about its growth and future opportunities.

HEALTH MOVING IN A MORE PAW-SITIVE DIRECTION



Sincerely,



BUSINESS RATIONALE



CUSTOMER EMPATHY

For many, a dog's purpose is simple—to fill lives with joy and love. They are loyal companions who greet us at the door and make tough days a little easier. **Unleashed** understands that dogs are more than just pets—they are family. More than 90% of pet owners view their dogs as beloved family members, and this emotional bond shapes how they approach pet care¹. Through extensive research on generational pet-parent characteristics, **Unleashed** identified that 86% of dog owners are willing to adjust their budgets to prioritize their pets' well-being², with millennials and Gen Z leading the demand for personalized, high-quality care³. Yet, navigating the vast pet care market can be confusing and overwhelming. **Unleashed** recognizes these challenges and is committed to providing solutions that offer peace of mind—ensuring pet owners feel confident their dogs are receiving the personalized care they deserve.

PROBLEM

In the U.S., over 69 million households have dogs, and for many, these pets are beloved family members⁴. Yet, every year, 10 million dogs go missing, leaving families devastated and desperate for answers⁵. Despite this emotional bond, most pet owners lack the tools to track their dogs' location and monitor critical health needs. Three in five dog owners don't fully understand their pets' essential health requirements, increasing the risk of preventable conditions⁶. Additionally, 70% of pet owners struggle to provide proper nutrition due to confusion and the limitations of generic pet care solutions⁷. **Unleashed** recognizes the challenges of existing options that fail to offer both real-time health insights and personalized care, leaving pet owners anxious and uninformed while their dogs remain vulnerable. Families deserve more than basic care—they need proactive, tailored solutions to protect their pets and ensure they live long, healthy lives.

SOLUTION

Unleashed works hand in paw with pet owners and dogs to transform dog healthcare from the ground up. **Unleashed** is committed to eliminating the guesswork and frustration in dog health by transforming it with a holistic approach that offers tailored, scientifically backed, and compassionate care solutions, ensuring dogs live their healthiest, happiest, and fullest lives. **Unleashed** addresses the missing gap in pet healthcare by integrating advanced, innovative tools like the PawPro collar, which can monitor a pet's activity, vitals, and location. Pair it with the PawMate app and dog-owners not only have all their dogs' information at their fingertips, but a community of **Unleashed** dog-owners to connect with. Additionally, **Unleashed** offers nutrition plans and frozen raw dog food, doing the research for dog-owners to help eliminate the confusion of choosing the right diet, so they can confidently nourish their pets with the best, healthiest options available. **Unleashed** isn't just offering products, but the resources to allow pet owners to give their pets the best chance at a more paw-sitive lifestyle.



COMPANY GOALS

SHORT TERM

Goal: Construct an app and website by the end of November 2024

- **Strategy:** **Unleashed** will finalize the production of its website by streamlining products and pricing along with the attached information before listing. The establishment of **Unleashed's** full-service app will include a specialized pet-food survey, tracking collar statistics, and community-building aspects. **(Met)** ✓

Goal: Secure a Business Partnership by December 2024

- **Strategy:** **Unleashed** will partner with the Self-Serve Pet Spa through an out-of-network contract, allowing the company to reach a broader audience of consumers in person and further build brand identity. **(Met)** ✓



MID-TERM

Goal: Enhance product line and enrich the Pawmate app by Winter 2027

- **Strategy:** Using the company's resources, **Unleashed** will explore options to help grow the business through updated and advanced collar technology and the addition of dog supplements into the tailored meal plans.

Goal: Establish a community of **Unleashed** dog owners by Spring 2027

- **Strategy:** Using various marketing promotions and social media platforms, **Unleashed** will strive to grow its popularity as a company, simultaneously building a lasting pet community of Unleashed dog owners.



LONG TERM

Goal: Reduce transportation and manufacturing costs by Winter 2029

Strategy: As **Unleashed's** brand is built and value grown, becoming an in-house manufacturer is essential to reducing costs and increasing profits.

Goal: Expand products and services by Winter 2031

- **Strategy:** **Unleashed** is expanding its mission to support feline well-being by introducing innovative products and services tailored for cats. This extension aims to foster healthier, happier lives for cats and their owners alike.



ABOUT THE BUSINESS



COMPANY OVERVIEW

Unleashed, a passionate pet care product company, was founded in November 2024, with the vision of providing healthier, more holistic care for dogs. Recognizing that dogs are much more than pets—they're beloved family members—**Unleashed** is dedicated to offering pet owners the tools and resources they need to nurture their dogs' health and happiness. Through an innovative health-monitoring collar, personalized nutrition plans and premium food options, **Unleashed** strives to improve dogs' lives while empowering owners with the knowledge to make informed health decisions for their furry companions. Headquartered in Bakersfield, California, **Unleashed** benefits from the flexibility of being formed as a Limited Liability Company (LLC), which provides legal protection



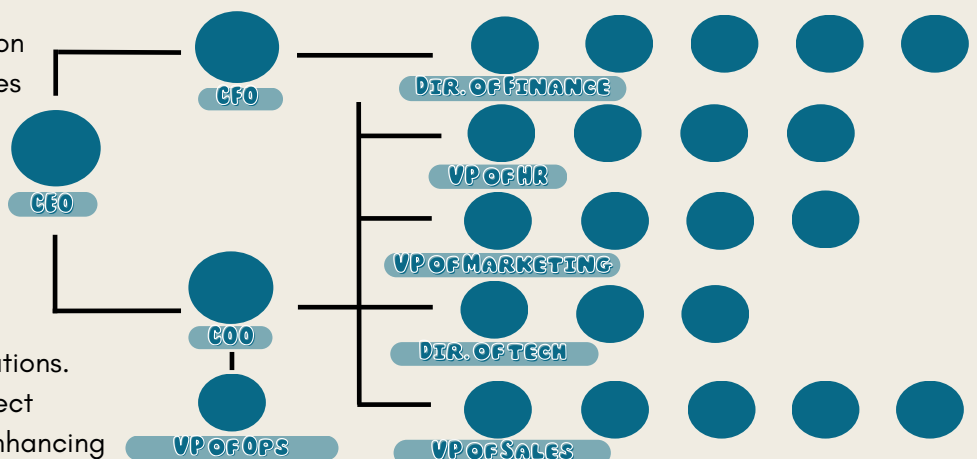
for its employees. The company also filed with the IRS to be taxed as an S-Corp, ensuring the exemption from double taxation. At its core, **Unleashed** is focused on supporting the well-being of pets and helping owners provide the best care possible, so dogs can live their healthiest, happiest, and fullest lives.

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.

ORGANIZATION

Unleashed follows a line organization structure, ensuring a clear chain of command and efficient communication within the company. The CEO oversees the entire company, while the COO and CFO manage five key departments: Finance, Sales, Technology, Marketing, and Human Resources. With 25 employees, department directors work closely with managers to maintain balance and clarity in operations. This streamlined structure ensures direct reporting and minimizes confusion, enhancing overall communication within the company.



S.W.O.T. ANALYSIS

STRENGTHS

*COMPREHENSIVE

PRODUCT LINE

*PASSIONATE AND

MISSION-DRIVEN

TEAM



*LACK OF BRAND RECOGNITION

*USER ENGAGEMENT & RETENTION

WEAKNESSES



* **Unleashed** shines as a company with its comprehensive product line, differentiating itself from other generic pet wellness brands. With **Unleashed's** PawPro collar allowing for 24/7 health tracking, partnered with **Unleashed's** personalized meal plans consisting of different nutrients ranging from chicken to blueberries, this inclusive product line marks **Unleashed** as a versatile and essential service for all dog owners.

* **Unleashed's** base is built on a foundation of people who are passionate about the well being of animals as well as building a better future for dogs and their owners. With 85% of **Unleashed's** employees owning dogs, the company is committed to pet wellness, and is able to build their image and product line with a dog's best interest at heart.



* Entering a highly competitive industry, **Unleashed** recognizes the struggles of being a startup. However, by focusing and investing in its marketing through multiple social media platforms and detailed website, **Unleashed** helps consumers stay connected to not only the brand's message but future improvements as well.

* **Unleashed** recognizes the challenge of keeping customer retention. By continuously updating their PawMate app, **Unleashed** creates a polished technology experience for all customers. Constant app management mixed with generous investments in marketing creates an attractive platform allowing **Unleashed** to not only bring in new customers but create a returning clientele.

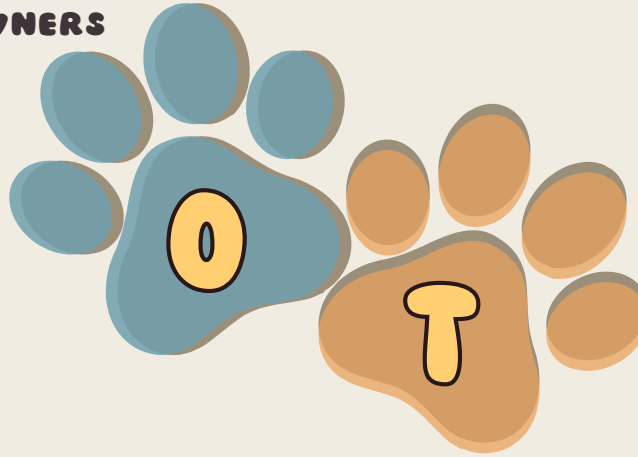


S.W.O.T. ANALYSIS

OPPORTUNITIES

🐾 EDUCATING PET OWNERS

🐾 EXPANSION OF BRANDING THROUGH PARTNERSHIP



🐾 CUSTOMER HESITANCY

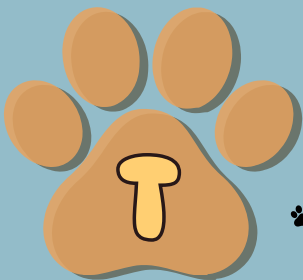
🐾 COMMERCIAL INDUSTRY COMPETITION

THREATS



🐾 Educating pet owners about the benefits of raw nutritional dog food and overall pet care presents a key opportunity for **Unleashed**. Many pet owners are unaware of the nutritional gap in generic kibble. **Unleashed** can leverage its website and social media platforms to share valuable educational content, guiding consumers on making healthier choices for their pets. Additionally, by hosting pet-wellness workshops, **Unleashed** can directly engage with pet owners, equipping them with the knowledge to improve their dogs' health.

🐾 **Unleashed's** mission is to create a more paw-sitive and beneficial lifestyle for pets, extending beyond our products. By partnering with dog shelters and hosting community events, **Unleashed** builds a strong brand presence and deeper connection within local communities. Collaborations with veterinary clinics further expands the company's reach to a broader audience, enhancing the brand's visibility and influence.



🐾 The average pet owner spends \$339 annually on dog food¹, while **Unleashed's** frozen raw food ranges from \$150 to \$350 per month. While many pet owners are willing to invest in their dogs' well-being, the higher upfront costs of premium products can cause hesitation. **Unleashed** addresses this by offering high-quality products with tangible benefits, making the investment in dog's health a thoughtful choice that pays off over time and eases concerns about cost.

🐾 With a need for proper pet nutrition, raw dog food has seen a climb in popularity with different raw dog food brands as competitors². **Unleashed** offers detailed and tailored nutrition plans catered specialized to each dog, while fostering customer loyalty through a strong, engaged community on the PawMate app. This connection with **Unleashed** dog owners builds trust, setting the company apart from competitors in the marketplace.



EXTERNAL ENVIRONMENT

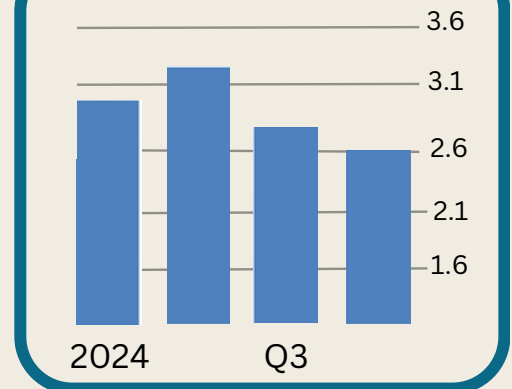


CURRENT ECONOMIC CONDITIONS

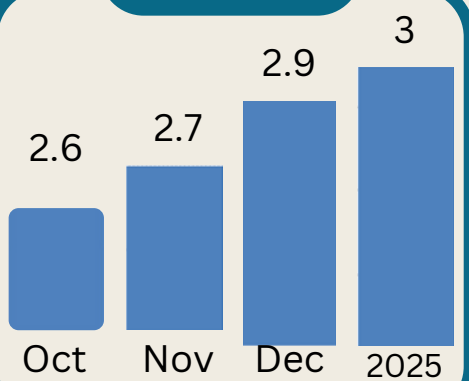
GROSS DOMESTIC PRODUCT (GDP)

The current U.S. GDP has increased by 2.3% in the fourth quarter of 2024, while also increasing at a 3.1% annual rate in the year of 2024¹. The increase in the fourth quarter reflected increases in consumer and government spending that were partly offset by a decrease in savings. Potential trade tensions and geopolitical issues also cause a momentary shift in the GDP growth rate. A continued decrease in consumer spending could affect **Unleashed's** revenue and profit.

GDP RATE



INFLATION RATE



INFLATION/CPI

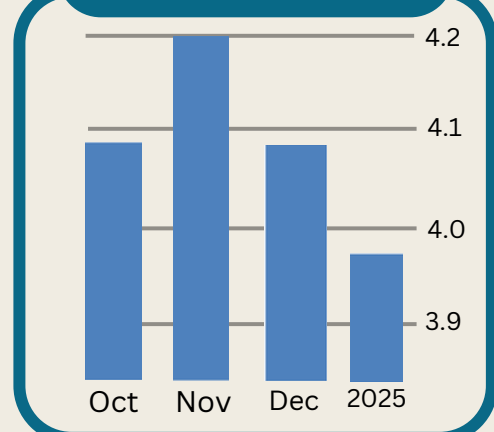
The U.S. economy is currently navigating a transitional period, marked by mixed signals. Inflation remains unpredictable, with the inflation rate at 3% and a 0.5% Consumer Price Index (CPI) growth rate for January 2025². While this creates uncertainty about price fluctuations, it also presents potential opportunities. Additionally, tariffs are another factor that could impact inflation in the year, particularly those reliant on international trade. However, **Unleashed** benefits from its strong supply chain infrastructure, strategically sourcing all its products in California. This gives **Unleashed** a distinct advantage in managing potential setbacks from tariffs or supply chain disruptions, positioning it ahead of any immediate challenges that may arise.

For businesses like **Unleashed**, which is embedded in the crucial e-commerce sector, this period of inflation is manageable. **Unleashed** operates in a space that continues to thrive, with the projected \$7.9 trillion e-commerce industry, providing resilience amidst the volatility. **Unleashed** remains confident, recognizing that while inflation may present challenges, it is well-positioned to navigate these changes.

UNEMPLOYMENT

The U.S. unemployment rate is a fixed rate of 4.1%³. Since growing 0.3% in the last 12 months, the unemployment rate seems to be on a minuscule rise; however, **Unleashed** recognizes that the unemployment rate is a lagging economic indicator; therefore, there is little to no concern. The company assures they will maintain a positive working environment and promising annual salaries to combat any issues in finding new employees.

UNEMPLOYMENT RATE



COMPETITIVE ANALYSIS

Unleashed offers a premium line of frozen, raw meals for dogs, expertly tailored to provide optimal nutrition and health benefits. In addition, the company features the innovative PawPro collar, a cutting-edge device that tracks dogs' activity, health, and vitals. The collar syncs seamlessly with the PawMate app, enabling real-time monitoring of dogs' health metrics. The app also includes a community feature where pet owners can connect, share experiences, and exchange wellness tips.

This combination of personalized nutrition and advanced health monitoring sets **Unleashed** apart, making it uniquely suited for pet owners who prioritize both feeding their pets and tracking their overall well-being.

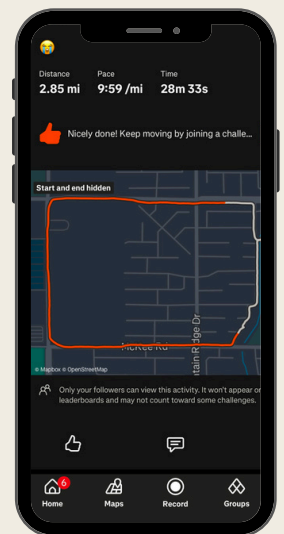
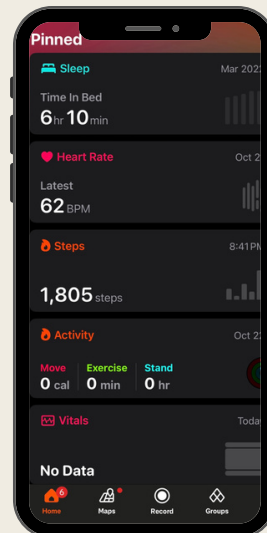
Unleashed faces minimal direct competition due to its integrated approach of combining custom meals, health-tracking technology, and a community-driven app. While other companies may offer customized pet food or health-focused products, none offer a complete, trackable wellness system like **Unleashed**. However, the brand does face indirect competition within the broader pet care market.

V.E. COMPETITORS

DIRECT

In the Virtual Enterprise world, direct competitors include PetPoint, which has established a variety of pet products, including GPS collars. Another competitor, Fetch, focuses on GPS collars and related accessories. However, **Unleashed** truly sets themselves apart with **Unleashed's** PawPro collar which not only tracks location, but also monitors health and activity, withstanding even the most active lifestyles. **Unleashed's** unique technology not only enhances pet health, but prioritizes their wellbeing, making them the perfect choice for discerning pet owners who want the best for their furry friends. Furthermore, **Unleashed** offers nutritional treats and food in addition to collars, which differentiates the company from other competitors.

VITAL MONITORING



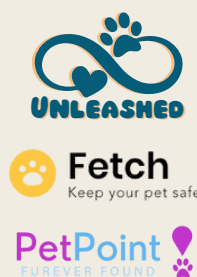
WALK TRACKING

INDIRECT

Indirect competitors include Dog Days, which provides services like dog walking, and Toys N Tails, which specializes in toys and accessories. Although both companies cater to dogs, **Unleashed** distinguishes itself with a holistic approach that encompasses not only high-quality collars designed for durability and monitoring, but also healthy raw dog food made from premium, nutritious ingredients. The comprehensive focus on both physical and nutritional products ensures the company caters to the overall well-being of pets.

By integrating innovative design, superior materials, and a commitment to holistic health, **Unleashed** delivers an unparalleled experience for pet lovers dedicated to enhancing the lives of their furry companions. **Unleashed** faces indirect competition within the pet care industry described in the next section.

PET TECHNOLOGY



PET PRODUCTS



HEALTH MONITORING & NUTRITION



REAL WORLD COMPETITORS

THE FARMER'S DOG



The Farmer's Dog is one of the firm's competitors that offers customized fresh meals for dogs based on age, breed, and health needs⁴, but their focus remains on fresh food—a market that is growing but doesn't appeal to every pet owner. By narrowing their offerings to human-grade fresh meals, they miss the opportunity to cater to the growing demand for raw, nutritionally-rich options. Additionally, they don't provide integrated technology to track the health or activity of pets, leaving pet owners without insights into their dogs' real-time health needs.



ROYAL CANIN










Royal Canin is another competitor that provides breed-specific kibble tailored to a dog's size and health concerns⁵. While this approach works well for specific needs, it is limited to dry food, offering no personalized meal plans or raw food options. Additionally, there's no integration with modern health tracking tools that can provide pet owners with real-time insights into their dog's health, fitness, or potential early warnings for health issues.



UNLEASHED

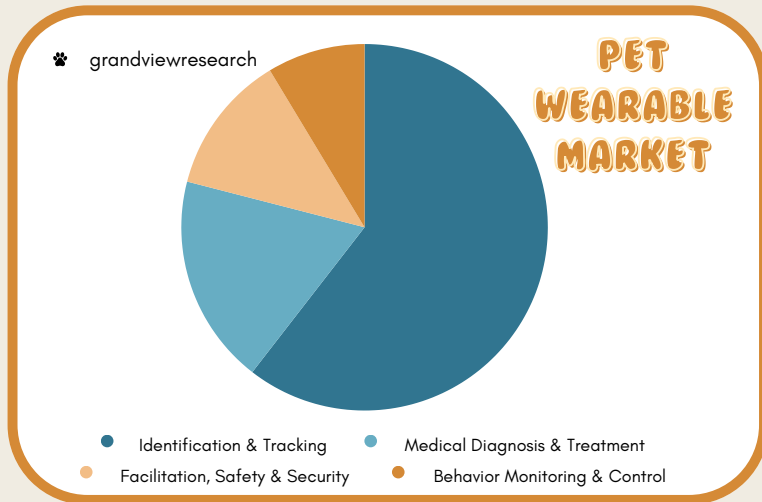


Unleashed stands out with raw frozen meals, advanced health-tracking technology, and a strong community focus. Freezing ingredients at -14°F preserves vital nutrients, enhances digestion, and supports oral health by reducing plaque buildup⁶. Beyond nutrition, the PawPro collar and PawMate app offer real-time insights into a dog's activity, health, and vitals—empowering owners to be proactive. The app also fosters a supportive community where pet owners share experiences and advice. This holistic approach—combining superior nutrition, advanced monitoring, and community engagement—positions **Unleashed** as a leader in modern pet care.

COMPANY	HEALTHY	AFFORDABLE	TECHNOLOGY	EDUCATIONAL
				
				
				

INDUSTRY ANALYSIS

PET-CARE MARKET



VIRTUAL ANALYSIS

Within the Virtual Enterprise industry, **Unleashed** falls under Animal and Pet Supplies as well as the Health and Beauty category. Per Virtual Enterprise insights, the Animal and Pet Supply category is gaining significant revenue, with a positive net revenue of \$2 million. This indicates a strong demand for pet products, aligning with trends of increased pet ownership and spending. In addition to this, the industry of Health and Beauty is the third largest in sales with the highest incoming volume out of all the other virtual world industries: \$271.81 million. As of 2024, the Animals and Pet Supplies industry has an income volume of \$24.26 million and as of 2023, it has an income volume of \$18.03 million. This annual growth rate of about 35% is ideal for the future of **Unleashed** as it shows how the company will thrive in the virtual world.

Given this profitability, **Unleashed** remains optimistic about future growth and sustainability. Additionally, with an average sale amount of \$1,177, **Unleashed's** bundles (ranging from \$500–\$1,800) are positioned well to capture market demand. While competitors exist in this space, **Unleashed** differentiates itself with premium bundles and curated selections, ensuring continued success. Through trade shows, both online and in-person, **Unleashed** was able to recognize the concerns of its consumers. By taking into consideration these critiques, **Unleashed** delivers on customer testimonials and increases its sales performance. With an average customer spending budget of \$500, **Unleashed** fixed its products and pricing to satisfy its prospective consumer database. This increased the overall customer satisfaction, the number of consumers that were attracted to the **Unleashed** booth, and the amount of sales per trade show. With these financial insights, **Unleashed** can confidently plan for expansion and market dominance in the Virtual Enterprise economy⁷.

REAL WORLD ANALYSIS

Unleashed operates within the expanding pet care industry, which spans a variety of products and services, from pet nutrition and wellness to accessories and cutting-edge technology. The pet care industry is projected to surpass \$85 billion by 2025, with projections estimating it will reach \$109 billion by 2030, driven by a compound annual growth rate (CAGR) of 5.06%⁸. A key driver behind this growth is the increasing number of pet owners, with 70% of U.S. households owning a pet equating to 86.9 million homes⁹. Alongside the rise in pet ownership, consumer spending in the pet industry has surged, with U.S. pet owners spending \$147 billion on pet products and services in 2023¹⁰. The growing demand for pet care is fueled by trends like pet humanization, where pets are treated as family members, and a heightened focus on pet health and wellness. It is particularly evident in the rapidly expanding pet health and wellness segment. For instance, the pet wearable tech market valued at \$3 billion in 2023 is growing at a robust CAGR of 14.3%¹¹. **Unleashed** is positioned to capitalize on these trends, offering a unique combination of products and services tailored to each dog. Through personalized dog nutrition plans, nutritious treats, bundles, and the PawPro collar paired with the data-driven PawMate app, **Unleashed** provides innovative solutions that cater to specific needs.

MARKET SIZE



MARKETING PLAN



TARGET MARKET

PRIMARY



Unleashed focuses primarily on reaching Generation Y, often referred to as Millennials. Known as the "digital natives"¹, Millennials were the first generation to grow up surrounded by technology². As a result, they account for over 30% of online shoppers³ nationwide and are the leading age group regarding pet ownership⁴. This makes Millennials an ideal target market for **Unleashed** given the company's reliance on e-commerce. Through frequent social media promotions highlighting the best possible care for pets, **Unleashed** fosters a personal connection with Millennials by prioritizing their needs and concerns. Additionally, they play a key role in today's society, where pets are increasingly being seen as members of the family; With 70% of Millennials who have chosen not to have children instead opting to care for their beloved furry companions⁵. These pet parents are more likely to invest in premium pet products, services, and experiences that ensure their pets' happiness and longevity⁶. This cultural shift aligns perfectly with **Unleashed's** mission to provide top-tier care and support for pets, strengthening its appeal to this influential demographic of dog owners.

SECONDARY

Unleashed secondarily appeals to the older segment of Generation Z, who are 44% more likely to invest in specialized pet food⁶ and boast the highest dog ownership rate at 86%⁶, making them a key audience for the company's products and promotions. However, they rank fourth in pet ownership percentages compared to Millennials and Generation X⁴, with 46% of those aged 18-27 still relying on parental financial support⁷. As Generation Z matures and is expected to make up 31% of the workforce by 2035⁸, they will gain more financial independence, positioning **Unleashed** to effectively serve the next generation of pet caregivers. Furthermore, Generation Z is the primary age group at trade conferences, which account for over 40% of **Unleashed's** revenue.

TERTIARY

Unleashed recognizes the importance of the Baby Boomer demographic, but the company is finally promoted to Generation X, the age group that follows Millennials and is the second-largest generation of pet owners⁴. With dogs being the number one choice for Generation X, preferred by 69% of this group over any other pet⁹, **Unleashed** has the opportunity to build a loyal and engaged customer base. Furthermore, Generation X leads the way in annual pet expenditures, spending a total of \$34.43 billion annually on their pets¹⁰. This significant financial commitment highlights the value that Generation X places on pet care, making them not only an ideal audience for **Unleashed's** products but also a group that can comfortably afford to invest in premium pet care solutions. By catering to the needs of Generation X, **Unleashed** can capitalize on their strong purchasing power and their desire for high-quality products that enhance their pets' well-being.

OTIS



-PEMBROKE WELSH CORGI-

- 3 years old
- Active life-style
- Balanced diet
- Looking for ways to **monitor** and **maintain** his health



MARKET SEGMENTATION

DEMOGRAPHIC

- 🐾 All genders
- 🐾 All races
- 🐾 Ages: 29–44

PSYCHOGRAPHIC

- 🐾 View pets as family
- 🐾 Value pet wellness and health
- 🐾 Prioritize quality pet care
- 🐾 Value truthful pet food ingredients

- 🐾 Middle income
- 🐾 \$60,882– \$182,646

- 🐾 Lives in the United States

Socio-Economic

GEOGRAPHIC

PSYCHOGRAPHIC

Unleashed connects deeply with customers who view their pets as cherished family members and are dedicated to providing the best possible lifestyle for their beloved companions. As a company, **Unleashed** aims to unite empathetic, thoughtful, and passionate individuals with top-quality products that are specially tailored to meet their pets' needs. These pet owners understand the profound bond they share with their furry friends and prioritize their pets' health, happiness, and long, fulfilling lives. **Unleashed** not only provides exceptional products but also offers the assurance of reliable, secure shipping methods, so customers can trust that their purchases will arrive safely—because, just like family, their pets deserve nothing but the best.



SOCIO-ECONOMIC



Unleashed is directed to individuals in the middle-income bracket, typically earning between \$60,000 and \$180,000 for a family of three¹¹. According to the Pew Research Center, the average household income for Millennials stands at \$69,000¹². As Generation Z becomes the dominant force in the workforce, they are expected to reach comparable income levels independently without relying on parental support¹³.

GEOGRAPHIC

Unleashed sells domestically to those residing in the United States. Committed to excellent consumer care, **Unleashed** assures seamless and cost-effective shipping for high-quality products. Customers can easily purchase items through **Unleashed's** accessible online storefront and marketplace, both in the physical and virtual worlds.



MARKETING MIX

PRODUCTS

Unleashed is a business that offers a variety of pet necessities, ranging from high-tech collars to delicious nutritional snacks and meals. Pet owners want the best for their companions, starting with the ingredients their pets consume. However, many times, they are unsure of where to seek for delectable extras. Consumers can now easily find high-quality snack components because **Unleashed** has done the research!

PAWPRO COLLAR

The PawPro Collar offers an innovative solution for tracking a dog's vitals, calories, and sleep patterns. This cutting-edge collar is designed for both small and large pets, providing comprehensive health monitoring. With a simple tap on a smartphone, users can access real-time wellness information through the PawMate app. The app delivers instant updates on a dog's health and features a community page where users can share personal experiences and insights on how **Unleashed** has enhanced their pet's quality of life.

PAWPRO COLLAR



PAWPRO COLLAR

PAWMATE APP

\$270.00

DOG FOOD



\$150-350

TREATS



\$11-20

which comes in 5 pound increments designed to fit perfectly in compact urban freezer drawers and doors. Healthful ingredients like beef, potatoes, blueberries, and many other nutrient-dense pleasures may be found in **Unleashed** Dog Food. **Unleashed** understands that along with nutritious food, treats have to be just as delicious and healthy. There is a wide selection of treats like the Banana Bark Bites that offer necessary fiber, keeping those anal glands less inflamed, to the Golden Yak Chews that remove tartar and plaque buildup in doggy teeth.

NUTRITIOUS MEALS & SNACKS

Finding dog food can be very challenging, especially when it comes to dependable brands that offer tasty meals. **Unleashed** has developed a unique line of Frozen and Raw Dog Food, with sizes ranging from 15 to 35 pounds

BUNDLES



CHOMPED
\$502.00



COMPANION
\$965.00



DOG'S BEST FRIEND
\$1793.00

PRICING

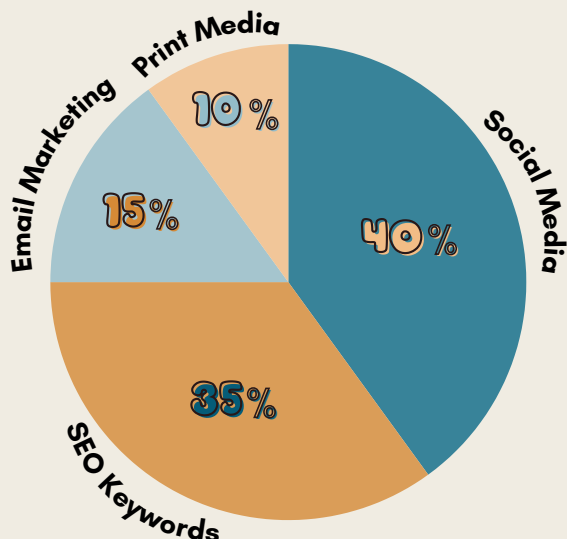
Unleashed's ultimate objective is to provide dog food products that are both cost-effective and nutritional. **Unleashed** has monthly or quarterly buying options, the delicious dog food is available in three sizes: 15 pounds, 25 pounds, and 35 pounds, with prices ranging from \$150 to \$350 monthly or \$405-\$945 quarterly. **Unleashed** offers deals as-well, like a 10% discount on quarterly options and a 10% discount on bundles. **Unleashed** has a wide variety of dog treats ranging from \$11-20. The company's commitment to providing reasonably priced, yet high-quality snacks makes dog treats accessible to all. The premium PawPro collar is available for \$270, designed for durability and comfort to keep dogs safe and stylish. The cost of **Unleashed** bundles varies from \$502 to \$1800. The Chomped Bundle, which includes all of the delicious goodies, starts at \$557. The Companion Bundle, which offers essential and high-quality items for pets, is priced at \$965. The final bundle available is the Dogs Best Friend, starting at \$1,793, and it includes items suitable for up to two dogs.

PLACEMENT

Unleashed focuses on generating sales through web sales, business contracts, and trade shows, choosing to operate without a brick and mortar. By leveraging these diverse strategies, the company effectively reaches a broad customer base, building strong partnerships and driving growth through both direct online sales and industry networking opportunities. As of February 2025, forty one percent of sales come from V.E. trade shows (40.7%), **Unleashed's** out of network contract with the Self-Serve Pet Spa makes up forty percent (39.6%), and company websales account for about twenty percent (19.7%) of revenue. **Unleashed** puts significant effort into creating an eye-catching and engaging booth at trade shows, incorporating raffles and prizes to attract customer attention. Additionally, **Unleashed** has partnered with Self Serve Pet Spa in Bakersfield, California, further expanding its customer base by introducing its products to a wider audience. **Unleashed** products are strategically displayed in-store, making it simple for customers to discover and purchase nutritious and high-quality items. **Unleashed's** website is designed with user-friendly navigation, making it easy for customers to browse and purchase the products they need.



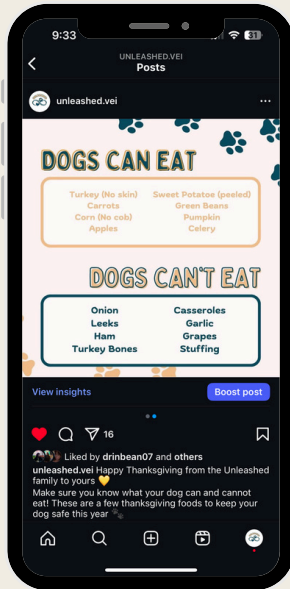
MARKETING BUDGET



PROMOTION

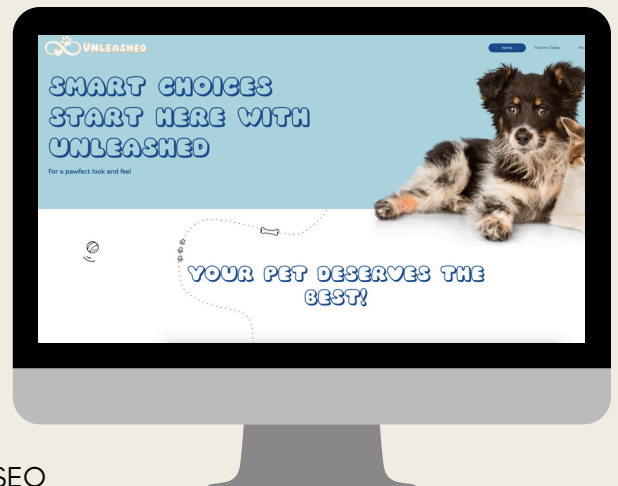
In mid-October, **Unleashed** began operations with a \$17,500 budget dedicated to kickstarting the firm's marketing efforts. As part of the strategy, the marketing department will receive 11% of gross sales once participation in trade shows and expanded brand recognition boosts overall performance. **Unleashed** has already spent \$128,362 on advertising and promotion year to date. The firm allocates 40% of its marketing budget on social media, 35% on search engine optimization (SEO) keywords, 15% on email marketing, and 10% on print media. Throughout operation **Unleashed** will increase the advertising budget according to the firm's needs and changes in projections.

EDUCATIONAL CONTENT



WEBSITE

Unleashed's user-friendly website is central to the firm's marketing strategy. The firm drives traffic to the site through SEO, strategically using keywords like "tailored," "frozen raw," and "collar" to attract potential customers. The web designers ensure the site is visually appealing and packed with educational content, including FAQs, expert advice, and helpful guides to assist pet owners in making informed decisions. In addition to providing valuable resources, the website prominently features the company's mission, re-enforcing **Unleashed's** commitment to high-quality pet care, customer education, and animal welfare. This combination of SEO tactics, mission-driven content, and educational resources helps foster trust and positions **Unleashed** as a go-to destination for pet care information.



TRADE SHOWS

Unleashed allocates 10% of its marketing budget to print media, using customer testimonial cards to highlight positive experiences and build brand credibility. These cards are distributed at trade shows, where **Unleashed** goes above and beyond to engage with potential customers. At trade shows, the company's vibrant, eye-catching booth is strategically designed with colors visible to dogs, creating an engaging environment for pet owners and their furry companions. A prominent banner invites attendees to interact with knowledgeable sales representatives, while customers who make purchases can select a prize, making their visit both memorable and encouraging future brand engagement.



MEET OTIS

To further increase visibility, the company features a mascot named "Otis" who walks with a sales companion distributing testimonial cards to passersby and drawing additional attention to the brand. This combination of strategic booth placement, colors that appeal to dogs, and giveaways are designed to make **Unleashed** stand out, drives customer interaction, and leaves a lasting impression.

BAKERSFIELD ANIMAL SHELTER



SEO KEYWORDS

Unleashed allocates 35% of its marketing budget to search engine optimization (SEO) to ensure the company's products are easily discovered by pet owners seeking holistic, tailored solutions. By targeting keywords such as "raw dog food", "nutritious treats", "personalized", and "healthy", **Unleashed** attracts customers looking for premium, health-focused pet products. SEO efforts are designed to highlight the company's unique offerings, such as tailored frozen raw meals, the PawPro collar that monitors vitals and health, and the PawMate app that tracks progress while fostering a community space for pet owners to engage. These specific keywords ensure that potential customers searching for products like health-tracking pet collars and raw meals can easily find **Unleashed's** website and product offerings. By incorporating targeted SEO keywords, **Unleashed** strengthens its online presence, driving organic traffic and positioning itself as a leader in holistic pet care. This strategy is essential for converting interested consumers into loyal customers, building brand authority, and supporting long-term growth.

COLOR PALETTE

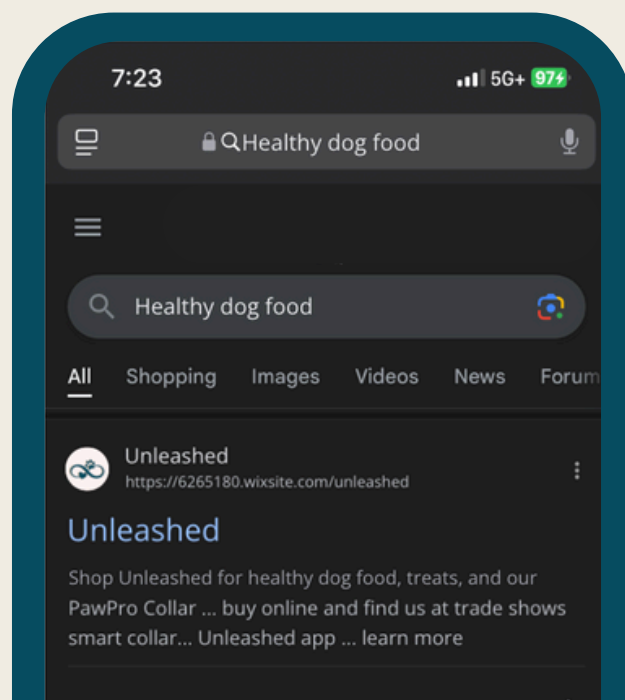


Dogs are able to distinguish variations of blues, yellows, whites and grays, but dogs can't see red and green well (4).

COMMUNITY

Unleashed actively supports local communities through pop-up events in partnership with the Self-Serve Pet Spa, offering pet owners a hands-on experience with its products while fostering connections with fellow pet lovers. The **Unleashed** Paw-sitivity campaign launched in December 2024 empowers teen volunteers to partner with local dog shelters, spreading the company's message of empathy and animal welfare while building a new generation of brand advocates.

Additionally, **Unleashed** partners with Foster Tales, a non-profit supporting pet adoption. Employees contribute through volunteering, event participation, and financial support, reinforcing a hands-on commitment to improving the lives of pets and strengthening brand trust within the community.



POSITIONING

Unleashed is committed to enhancing pet well-being through high-quality, science-backed nutrition and advanced wellness tracking. The firm's passion and empathy are reflected in tailored solutions that meet each pet's unique needs, while reliability ensures consistent, long-term health benefits. The infinity symbol in the logo signifies an unwavering, lifelong commitment to pet care, and the dog-friendly color palette reflects a thoughtful, intentional approach. At every stage of a pet's life, **Unleashed** provides consistent support and innovative solutions for a healthier future.

BUSINESS RISKS

LIABILITIES:

Unleashed acknowledges that relying on nutrition plans in the dog care industry may introduce liability issues. If a dog experiences health problems attributed to the company's products, **Unleashed's** brand reputation can be severely damaged if dog owners perceive a lack of reliability or can impact overall productivity. To mitigate liability problems and consequences, **Unleashed** implemented robust quality control measures, clear disclaimers, and educational material to protect both the business and customers' dogs. **Unleashed** has a licensed nutritionist and professionals to review and approve all nutrition plans, ensuring the firm's recommendations are safe and beneficial for dogs. In addition, **Unleashed** has liability insurance set aside to protect the firm from any lawsuits.

SUPPLY CHAIN DISRUPTIONS:

Unleashed recognizes that not manufacturing its own food could lead to supply chain disruptions, resulting in product shortages and delivery delays, which may negatively impact customer satisfaction and revenue. However, by manufacturing the PawPro collar in Silicon Valley and sourcing all products from California, with pet food supplied from the Central Valley—a region known for its agricultural diversity—**Unleashed** mitigates concerns over the pet food and product supply. The company also relies on strategic Standard Operating Procedures (SOPs) to proactively address potential production shortages before they impact the business. **Unleashed** holds biweekly meetings with manufacturers, suppliers, and transporters to monitor and manage supply chain risks, ensuring minimal disruption and maintaining strong customer relationships.



CORPORATE SOCIAL RESPONSIBILITY

Unleashed is deeply committed to fostering the well-being of pets and supporting the local community through impactful initiatives. The firm donates 5% of its operating income to Kern County Animal Services to support animal welfare and local shelters. In partnership with Foster Tales, a nonprofit organization dedicated to rescuing dogs from high-kill shelters in the California Central Valley, **Unleashed** helps place dogs in loving, forever homes through an innovative and educational adoption process. The firm also volunteers with Foster Tales and hosts pet wellness workshops at Self Serve Pet Spa, a family-owned store that offers holistic pet food and self-serve dog wash facilities. These workshops aim to educate pet owners on health and wellness, while expanding **Unleashed's** community and creating greater awareness of responsible pet care. Through these efforts, **Unleashed** is more than just a pet nutrition brand—it's a passionate advocate for dog health, education, and adoption, making a tangible difference in the lives of pets and pet owners.



**FOSTER
TALES**



FINANCIAL PLANNING

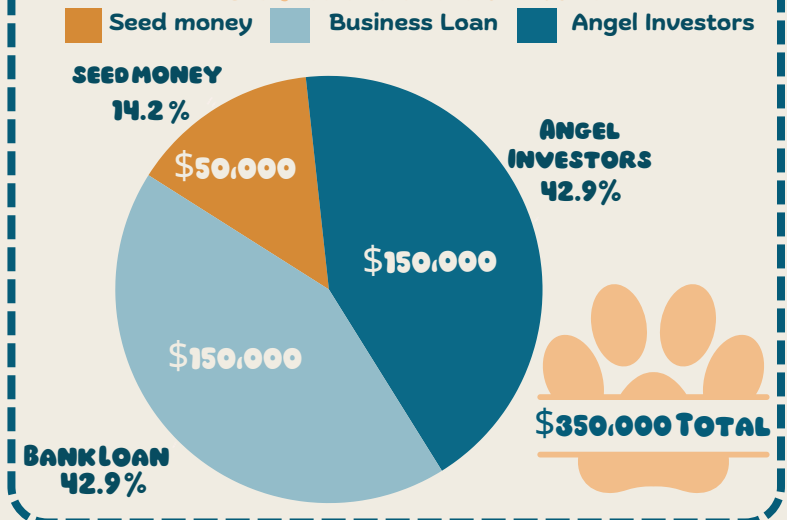


FINANCIAL HIGHLIGHTS

Unleashed officially launched operations in November 2024 with \$350,000 in startup capital. The company secured \$150,000 from three Angel Investors, received \$50,000 in seed funding from Virtual Enterprise, and obtained a \$150,000 loan to kickstart its growth. This funding provided a strong financial foundation, covering essential expenses such as payroll, office equipment, rent, insurance, marketing, and initial inventory.

To ensure financial stability, **Unleashed** opted for a fixed 10% interest rate on its five-year loan, rather than a variable rate. With the Federal Reserve continuously adjusting interest rates to combat inflation, locking in a fixed rate offered protection against market fluctuations and made budgeting more predictable. In a volatile economy, knowing that loan payments remain steady allows for better financial planning. If interest rates drop in the future, **Unleashed** has the flexibility to reassess its options and explore refinancing opportunities for the remainder of the loan term.

STARTUP FUNDING

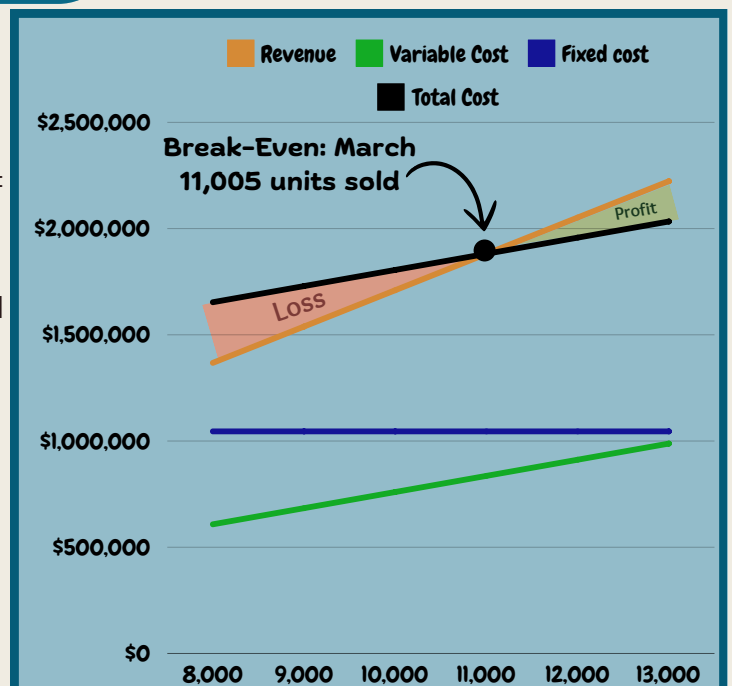


Through an Out-of-Network Contract with The Self Serve Pet Spa, **Unleashed** has established a reliable and consistent revenue stream. Under this agreement, the company generates \$160,000 in monthly sales revenue from December through the end of its fiscal year in April. This partnership plays a crucial role in covering major operating expenses, such as 75% of payroll, payroll taxes, and the cost of goods sold. By securing this recurring source of income, **Unleashed** ensures greater financial stability, allowing for smoother operations and sustainable growth.

BREAK-EVEN ANALYSIS

Unleashed's break-even analysis plays a key role in balancing revenue and expenses, ensuring the company stays on track financially. The firm's average selling price per unit is \$170.47, with a unit defined as a single product sold. This figure was determined by averaging the prices of all individual products (excluding bundles, since those consist of products also sold separately). **Unleashed** has secured strategic partnerships with two manufacturers and one supplier, all based in California. Factoring in manufacturing and transportation costs, the company's average cost of goods sold (COGS) per unit is \$75.62, yielding an impressive 55% profit margin—notably higher than the industry standard for dog food companies. This profitability is largely attributed to business-friendly contracts and strong partnerships with local suppliers and manufacturers, allowing **Unleashed** to keep costs low while maintaining high-quality products.

Unleashed anticipates total fixed costs of \$1,045,392 for its first fiscal year. To reach its break-even point, the company must generate \$1,881,706 in revenue or sell 11,005 units. After factoring in all expenses and revenue projections, **Unleashed** is on track to break even by March 2025, marking a significant milestone in its financial growth.



BALANCE SHEET

Unleashed's financial health is evident in its balance sheet as of February 28, 2025. It provides a comprehensive overview of the company's assets, liabilities, and shareholders' equity. This breakdown helps **Unleashed** understand its financial position and manage its resources effectively. Current assets are categorized into three main groups: cash (\$369,317), inventory (\$70,997), and accounts receivable (\$160,000). **Unleashed** maintains a high inventory level to meet customer demand and align with sales projections. Beyond current assets, the company's fixed assets, including furniture, computers, and office equipment, total \$46,787 after depreciation. Depreciation is recorded monthly, with \$526 allocated to computers, \$321 to furniture, and \$94 to office equipment. Altogether, **Unleashed's** total net assets amount to \$647,101. On the liability side, current obligations include accounts payable (\$143,771) and accruals (sales tax, salaries, payroll taxes, and 401(k) contributions) totaling \$148,720, resulting in total current liabilities of \$292,491. In addition, **Unleashed** carries a single long-term liability, a bank loan with a balance of \$140,385, bringing total liabilities to \$432,876. Equity is represented by shareholders' equity, which stands at \$200,000. This equity is backed by three angel investors who contributed \$50,000 each, along with \$50,000 in seed funding from Virtual Enterprise International. Notably, **Unleashed** has also generated \$14,225 in retained earnings, a significant milestone achieved after turning profitable in January 2025. To further enhance its equity position, **Unleashed** plans to distribute \$20,000 in stock as part of its equity financing strategy. The balance sheet's total liabilities and equity of \$647,101 perfectly aligns with the company's net assets. **Unleashed** demonstrates strong liquidity, with a quick ratio of 1.57 and a current ratio of 2.05. These figures indicate that the company can comfortably cover short-term obligations if necessary. This financial flexibility positions **Unleashed** for sustained growth and long-term success.

Balance Sheet	
As of February 28th, 2025	
Assets	
Current Assets	
Cash	300,558
Accounts Receivable	160,000
Inventory	139,756
Total Current Assets	600,314
Fixed Assets	
Equipment - Computers	28,007
Less: Accumulated Depreciation	-1,626
Equipment - Furniture & Fixures	17,221
Less: Accumulated Depreciation	-963
Equipment - Office Equipment	4,430
Less: Accumulated Depreciation	-282
Total Fixed Assets	46,787
Total Net Assets	647,101
Liabilities	
Current Liabilities	
Accounts Payable	143,771
Accruals:	
Sales Tax Payable	22,364
Salaries Payable	93,958
Payroll Tax Payable	28,538
401(k) Payable	3,860
Total Current Liabilities	292,491
Long Term Liabilities	
Loan Payable	140,385
Total Long Term Liabilities	140,385
Total Liabilities	432,876
Equity	
Common Stock, *\$10 Par Value, **20,000 shares issued	200,000
Retained Earnings (Net Income)	14,225
Total Equity	214,225
Total Liabilities & Equity	647,101



Quick Ratio



Industry
Quick
Ratio



Current
Ratio

PROFIT & LOSS STATEMENT

*For the year ending in 4/30/2025 **Unleashed has 25 employees

	Actual Oct - '24	Actual Nov - '24	Actual Dec - '24	Actual Jan - '25	Actual Feb - '25	Actual Total Oct '24 -Feb '2025	Projection Mar - '25	Projection Apr - '25	Projected Total Mar - Apr '2025	Total Oct '24 - Apr '2025
Sales Revenue										
Business Contract			160,000	160,000	160,000	480,000	160,000	160,000	320,000	800,000
Trade Show		182,052	72,919	174,809	63,367	493,147	251,391	230,000	481,391	974,538
Web/App Sales		23,168	43,202	77,412	96,123	239,905	114,982	104,617	219,599	459,504
Gross Sales		205,221	276,121	412,221	319,490	1,213,052	526,373	494,617	1,020,990	2,234,042
Cost of Goods Sold		92,349	124,254	185,499	143,771	545,874	236,868	222,578	459,446	1,005,320
Gross Profit		112,871	151,867	226,722	175,720	667,179	289,505	272,039	561,545	1,228,724
Gross Profit Margin %		54.91%	55.12%	54.29%	55.52%	54.96%	55.71%	55.18%	55.45%	55.12%
Operating Expenses										
Accounting & Legal		2,000	1,000	1,000	1,000	5,000	1,000	1,000	2,000	7,000
Advertising & Promotion		17,500	30,373	45,344	35,144	128,362	57,901	54,408	112,309	240,671
Equipment Lease		800	800	800	800	3,200	800	800	1,600	4,800
Insurance		12,000	12,000	12,000	12,000	48,000	12,000	12,000	24,000	72,000
Rent		7,015	7,015	7,015	7,015	28,060	7,015	7,015	14,030	42,090
Loan Interest		0	1,281	1,264	1,248	3,793	1,231	1,214	2,445	6,238
Maintenance & Repairs		1,026	1,381	2,061	1,597	6,065	2,632	2,473	5,105	11,170
Depreciation		957	957	957	957	3,828	957	957	1,914	5,742
Office Supplies/Printing		1,750	750	750	750	4,000	750	750	1,500	5,500
Payroll (net)		58,270	58,270	58,270	58,270	233,078	58,270	58,270	116,539	349,617
Payroll Taxes		28,538	28,538	28,538	28,538	114,152	28,538	28,538	57,076	171,228
Security		400	100	100	100	700	100	100	200	900
Penson (401k)		3,860	3,860	3,860	3,860	15,440	3,860	3,860	7,720	23,160
Research & Development		6,500	4,500	4,500	4,500	20,000	5,000	5,000	10,000	30,000
Travel		1,500	1,000	1,000	1,000	4,500	1,000	1,000	2,000	6,500
Utilities		5,317	5,752	5,135	5,389	21,593	5,516	5,314	10,830	32,423
Miscellaneous		1,781	2,312	2,795	3,191	10,079	3,493	3,781	7,274	17,803
Total Expenses	0	149,214	159,888	175,389	165,359	649,850	190,062	186,479	376,542	1,026,392
Operating Income (EBIT)	0	(36,342)	(8,022)	51,333	10,361	17,329	99,443	85,560	185,003	202,332
Annual Distribution										-20,000
Annual Donation				2,567	518	3,085	4,972	4,278	9,250	-12,335
CA S-Corp Tax Franchise Tax (1.5%)									3,035	-3,035
Final Net Income		(36,342)	(8,022)	48,766	9,843	14,244	94,471	81,282	172,718	166,962

As of February 28, 2025, **Unleashed** has generated \$1,213,052 in total sales revenue. During this period, the company's cost of goods sold (COGS) totaled \$545,874, maintaining a profit margin of 55%. With operating expenses reaching \$652,935, **Unleashed** reported a net income of \$14,244 within its first four months of operation. The company's Profit & Loss statement highlights how it has successfully met and in some areas, exceeded its sales projections while strategically managing expenses.

Looking ahead to the period of March to April 2025, **Unleashed** projects revenue of \$1,020,990, with COGS at \$459,446 and operating expenses of \$386,592. This would result in a net income of \$174,953, demonstrating the company's increasing profitability.

Unleashed's revenue streams come from three primary sources, as outlined in the Profit & Loss statement. The Out-of-Network Contract (OONC), which began in December 2024, has contributed \$480,000 to total revenue. Additionally, trade show sales amount to \$493,147, while web sales have generated \$239,905. The OONC plays a crucial role in financial stability, helping to cover 75% of COGS, payroll, and payroll taxes.

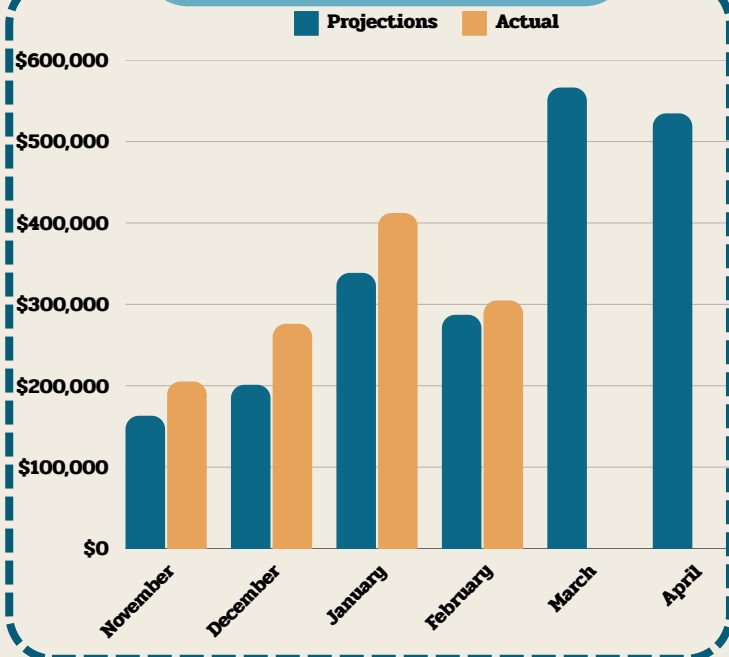
Since launching, **Unleashed** has taken on several significant expenses, with the largest being payroll. The company's net payroll stands at \$233,078, as it employs 25 team members, including a Ph.D. Nutritionist. Operating in California also requires offering competitive salaries, contributing to the higher payroll costs. Marketing is another key investment, with 11% of gross sales allocated to advertising and promotion. This spending is essential in strengthening **Unleashed's** brand image and attracting new customers. To mitigate potential liabilities, the company maintains comprehensive insurance at \$12,000 per month. **Unleashed's** headquarters, located in Bakersfield, CA, serves as both an office and warehouse, with a monthly rent of \$7,500. As an S Corporation, **Unleashed** is required to pay California's 1.5% income franchise tax of \$3,035 but is exempt from V.E. franchise taxes, which apply only to C Corporations.

As of February 28, 2025, **Unleashed** has reported a net profit of \$14,244. While this initial figure may seem modest, the company is on track to achieve a total net profit of \$166,962 by the end of its first fiscal year successfully overcoming its early-stage expenses and demonstrating strong financial growth.

SALES PROJECTIONS

Unleashed is projecting total sales revenue of \$2,309,291 for the period between November 2024 and April 2025, driven by three key sales channels: out-of-network contracts, trade shows, and web sales. A major contributor to this revenue is **Unleashed's** out-of-network contract with The Self Serve Pet Spa, which provides a steady cash flow of \$160,000 per month across 14 different products. This contract, which began in December 2024, serves as a reliable revenue stream for the company. Trade shows within the Virtual Enterprise (VE) market also play a significant role in **Unleashed's** sales strategy. By leveraging the tradeshow schedule, the company is able to project revenue with precision based on the location and size of each event. As of February 2025, **Unleashed** has participated in five trade shows, four in-person and one online, further expanding its market reach. Additionally, **Unleashed's** online presence has been a powerful driver of sales, attracting consumers who prefer to shop online. The company strategically projects its web sales revenue based on its marketing as online sales generate 75% more revenue than the amount spent on advertising and promotions, based on the data for the firm. **Unleashed's** strong performance has resulted in sales exceeding projections by 21%, or \$208,062, highlighting the company's unique approach and ability to achieve financial success. Tradeshow bring in 52.9% of sales, followed by 33.2% from Out of Network contract, and 13.9% from websales.

Projected vs. Actual Sales



CASH BUDGET

Unleashed's cash flow from November 2024 to February 2025, along with projections for March to April 2025, shows a healthy bank balance of \$300,558 by the end of February. The cash budget is crucial for managing receipts and expenditures, ensuring efficient resource allocation, and preventing shortfalls. It also demonstrates fiscal responsibility and operational efficiency to external stakeholders, including investors and analysts, helping to maintain investor confidence and support growth. By the end of the first fiscal year, **Unleashed** is projected to have a Bank Balance of \$483,499.

Cash Budget	Oct - Actual	Nov - Actual	Dec - Actual	Jan - Actual	Feb - Actual	Mar - Projected	Apr - Projected	Total
Beginning Balance		0	263,657	252,430	300,558	296,858	385,195	2,252,740
Receipts of Cash								
Seed Money	0	50,000	0	0	0	0	0	50,000
Bank Loan	0	150,000	0	0	0	0	0	150,000
Angel Investors	0	150,000	0	0	0	0	0	150,000
Business Contract	0	0	160,000	160,000	160,000	160,000	160,000	800,000
Trade Show	0	103,782	72,919	174,809	63,367	100,157	230,000	745,034
Online Trade Show	0	78,271	0	0	0	151,234	0	229,505
Web Sales	0	23,168	43,202	77,412	96,123	114,982	104,617	459,504
Sales Tax (8.25%)	0	16,931	22,780	34,008	26,358	43,426	40,806	184,309
Total Receipts	0	522,152	298,901	446,229	345,848	569,799	578,273	2,761,201
Beginning Balance + Cash	0	522,152	562,558	698,659	646,406	866,657	963,468	4,259,899
Outflow								
Cost of Goods	0	92,349	124,254	185,499	199,594	236,868	240,578	1,097,143
Total Payments	0	258,494	310,128	398,101	349,548	481,462	479,679	2,313,702
Ending Balance	0	263,657	252,430	300,558	296,858	385,195	490,799	
Net Increase/Decrease in Cash	0	263,657	-11,227	48,128	-3,700	88,337	98,304	483,499

FINANCIAL WRITE-UP

When **Unleashed** launched, it took a strategic approach by analyzing various sales streams to develop precise projections and lay the foundation for long-term success. A thorough break-even analysis ensured financial integrity and alignment with company objectives. In October, the company focused on securing capital, raising \$350,000 through a \$150,000 loan, \$50,000 in seed funding, and \$150,000 from angel investors. By November, operations were officially underway, generating \$205,221 from tradeshow and web sales. December marked a major milestone as **Unleashed** secured a \$160,000-per-month out-of-network contract, driving total revenue to \$276,221. January became the most successful month to date, with sales surging to \$412,221 from tradeshow, web sales, and the contract. February had its obstacles as **Unleashed** didn't meet projection but was close generated \$319,490 from sales revenue and expenses of 165,359. Looking ahead, projections for March through April indicate steady growth, with anticipated revenues of \$566,373 and \$534,617. Despite high initial expenses, **Unleashed** is on a strong trajectory toward profitability, leveraging strategic marketing and diversified revenue streams.



APPENDIX

LOAN TABLE

No.	Principal	Interest for the Period	Total Balance Outstanding	Payment for the period	Principal Reduction	Revised Balance Outstanding
1	150,000	1281.25	151,281.25	3205.54	1924.29	148,075.71
2	148075.71	1264.81	149,340.52	3205.54	1940.73	146,134.98
3	146134.98	1248.24	147,383.22	3205.54	1957.3	144,177.68
4	144177.68	1231.52	145,409.20	3205.54	1974.02	142,203.66
5	142203.66	1214.66	143,418.32	3205.54	1990.88	140,212.78
6	140212.78	1197.65	141,410.43	3205.54	2007.89	138,204.89
7	138204.89	1180.5	139,385.39	3205.54	2025.04	136,179.85
8	136179.85	1163.2	137,343.05	3205.54	2042.34	134,137.51
9	134137.51	1145.76	135,283.27	3205.54	2059.78	132,077.73
10	132077.73	1128.16	133,205.89	3205.54	2077.38	130,000.35
11	130000.35	1110.42	131,110.77	3205.54	2095.12	127,905.23
12	127905.23	1092.52	128,997.76	3205.54	2113.02	125,792.22
13	125792.22	1074.48	126,866.69	3205.54	2131.06	123,661.15
14	123661.15	1056.27	124,717.43	3205.54	2149.27	121,511.89
15	121511.89	1037.91	122,549.80	3205.54	2167.63	119,344.26
16	119344.26	1019.4	120,363.66	3205.54	2186.14	117,158.12
17	117158.12	1000.73	118,158.85	3205.54	2204.81	114,953.31
18	114953.31	981.89	115,935.20	3205.54	2223.65	112,729.66
19	112729.66	962.9	113,692.56	3205.54	2242.64	110,487.02
20	110487.02	943.74	111,430.76	3205.54	2261.8	108,225.22
21	108225.22	924.42	109,149.65	3205.54	2281.12	105,944.11
22	105944.11	904.94	106,849.05	3205.54	2300.6	103,643.51
23	103643.51	885.29	104,528.79	3205.54	2320.25	101,323.26
24	101323.26	865.47	102,188.72	3205.54	2340.07	98,983.19
25	98983.19	845.48	99,828.67	3205.54	2360.06	96,623.13
26	96623.13	825.32	97,448.45	3205.54	2380.22	94,242.91
27	94242.91	804.99	95,047.90	3205.54	2400.55	91,842.36
28	91842.36	784.49	92,626.85	3205.54	2421.05	89,421.31
29	89421.31	763.81	90,185.12	3205.54	2441.73	86,979.58
30	86979.58	742.95	87,722.53	3205.54	2462.59	84,516.99
31	84516.99	721.92	85,238.90	3205.54	2483.62	82,033.36
32	82033.36	700.7	82,734.07	3205.54	2504.84	79,528.53
33	79528.53	679.31	80,207.83	3205.54	2526.23	77,002.29
34	77002.29	657.73	77,660.02	3205.54	2547.81	74,454.48
35	74454.48	635.97	75,090.45	3205.54	2569.57	71,884.91
36	71884.91	614.02	72,498.92	3205.54	2591.52	69,293.38
37	69293.38	591.88	69,885.26	3205.54	2613.66	66,679.73
38	66679.73	569.56	67,249.28	3205.54	2635.98	64,043.74
39	64043.74	547.04	64,590.78	3205.54	2658.5	61,385.24
40	61385.24	524.33	61,909.57	3205.54	2681.21	58,704.04
41	58704.04	501.43	59,205.47	3205.54	2704.11	55,999.93
42	55999.93	478.33	56,478.26	3205.54	2727.21	53,272.72
43	53272.72	455.04	53,727.76	3205.54	2750.5	50,522.22
44	50522.22	431.54	50,953.76	3205.54	2774	47,748.22
45	47748.22	407.85	48,156.07	3205.54	2797.69	44,950.53
46	44950.53	383.95	45,334.48	3205.54	2821.59	42,128.94
47	42128.94	359.85	42,488.80	3205.54	2845.69	39,283.26
48	39283.26	335.54	39,618.80	3205.54	2870	36,413.26
49	36413.26	311.03	36,724.29	3205.54	2894.51	33,518.75
50	33518.75	286.31	33,805.06	3205.54	2919.23	30,599.52
51	30599.52	261.37	30,860.89	3205.54	2944.17	27,655.35
52	27655.35	236.22	27,891.57	3205.54	2969.32	24,686.03
53	24686.03	210.86	24,896.89	3205.54	2994.68	21,691.35
54	21691.35	185.28	21,876.63	3205.54	3020.26	18,671.09
55	18671.09	159.48	18,830.58	3205.54	3046.06	15,625.04
56	15625.04	133.46	15,758.50	3205.54	3072.08	12,552.96
57	12552.96	107.22	12,660.18	3205.54	3098.32	9,454.64
58	9454.64	80.76	9,535.40	3205.54	3124.78	6,329.86
59	6329.86	54.07	6,383.93	3205.54	3151.47	3,178.39
60	3178.39	27.15	3,205.54	3205.54	3178.39	0
Totals		42,332.37		192,332.37	150,000.00	

LOAN INFORMATION

- Loan Amount (Principal) - \$150,000
- Annual Interest rate - 10%
- Terms of loan in Years - 5
- # of payments per year - 12
- Payment type - End of Period
- Monthly Payment - \$3,205.54

LOAN SUMMARY

- Rate (Per Period - 0.85%
- Number of payments - 60
- Total of payments \$192,332.37
- Total Interest - \$42,332.37



OUT OF NETWORK CONTRACT



4425 E Brundage LN Bakersfield, CA 93307
661-398-3100
661-412-3662
Unleashed.ca@veinternational.org

Business Contract

This agreement is effective as of **December 1st, 2024**, between **The Self Serve Pet Spa** and **Unleashed** from **April 30th, 2025**. The parties hereby agree to the following terms and conditions:

DESCRIPTION OF SERVICE/SUPPLIES:

The Self Serve Pet Spa hereby agrees to purchase the items below, supplied by **Unleashed**.

Product	Quantity	Unit Price (\$)	Extended Price (\$)
PawPro Collar	356	\$270	\$96,000
Gold Yak Chews	601	\$24.99	\$15,000
Wild Salmon Treats	601	\$19.99	\$12,000
Furry Rabbit Ears	421	\$18.99	\$8,000
Dehydrated Sardines	389	\$17.99	\$7,000
Duck Strips Dog Treats	353	\$16.99	\$6,000
Chicken Feet Dog Treats	313	\$15.99	\$5,000
Chicken Breast Treats	358	\$13.99	\$5,000
PB & Banana Soft Chewy	209	\$11.99	\$2,500
Orange Maze Bowl	133	\$11.99	\$2,000

Blue Maze Bowl	125	\$14.99	\$1,500
Total			\$160,000

TERMS AND CONDITIONS - This contract agreement may be cancelled with 90 days (**or other terms**) written notice. The period of this contract is (**can be for a one-time purchase, or for monthly purchases for one year or more**) from the effective date unless modified in writing 90 days in advance on any agreed delivery dates stated in the agreement. Title and ownership of this agreement is non-transferable to any other party.

Unleashed guarantees delivery of the quantities and items stated above in accordance with the terms and conditions stated in this agreement. **Unleashed** hereby agrees to honor the firm-fixed prices stated above during the period of the contract agreement with no consideration for economic price adjustments. (**unless other terms are agreed upon**)

CANCELLATION - The Contract may not be cancelled without the written agreement of both parties. Any party defaulting on the stated terms will incur the costs associated with recovery and all associated litigation fees.

RENEWABLE OPTIONS - During the final period of this agreement, either party may offer to negotiate optional years.

CORPORATE COMMITMENT - By signing this agreement, **The Self Serve Pet Spa** hereby agrees to offer the expertise of its officers as advisors to **Unleashed**. This mentoring will assist in the successful operations of **Unleashed** thus protecting your valued investment in our product.

The signatures below represent the authority to fully execute this agreement.

**Out of Network Contract:
The Self-Serve Pet Spa
\$160,000 Monthly**



ANGEL INVESTORS

September 20, 2024

VE Central Office
122 Amsterdam Avenue
New York, NY 10023

Please accept this letter of support as my intention to invest \$50,000 in Unleashed. In exchange for this investment of funds, I understand that I will be taking an equity stake in their business by receiving a commensurate number of shares of stock in their company.

I affirm that I have done the following to review and evaluate this company:

1. Listened to a business pitch from the executive team outlining the firm's business plan, including the marketing plan, operating budget, and sales/revenue projections.
2. Reviewed company projections and assumptions.
3. Engaged in Q&A or discussion to clarify and guide the firm's direction.

I understand that upon approval of this equity investment by the VE Central Office, Unleashed will prepare and send to me a stock certificate outlining the number of shares awarded based on a \$10 Par Value. I also understand that as a result of my investment, I will be placed on the company's Board of Directors.

BAKERSFIELD
4200 Truxtun Avenue, Suite 300
Bakersfield, CA 93309
661-324-4971

FRESNO
10 River Park Place East, Suite 208
Fresno, CA 93720
559-476-3592

STOCKTON
2423 West March Lane, Suite 202
Stockton, CA 95207
209-451-4833

CENTRAL CAL
TRUCKING
Bakersfield, Ca

10-16-24

VE Central Office
122 Amsterdam Avenue
New York, NY 10023

Dear Teri Jones,

Please accept this letter of support as my intention to invest \$50,000 in Unleashed. In exchange for this investment of funds, I understand that I will be taking an equity stake in their business by receiving a commensurate number of shares of stock in their company.

I affirm that I have done the following to review and evaluate this company:

1. Listened to a business pitch from the executive team outlining the firm's business plan, including the marketing plan, operating budget, and sales/revenue projections.
2. Reviewed company projections and assumptions.
3. Engaged in Q&A or discussion to clarify and guide the firm's direction.

I understand that upon approval of this equity investment by the VE Central Office, Unleashed will prepare and send to me a stock certificate outlining the number of shares awarded based on a \$10 Par Value. I also understand that as a result of my investment, I will be placed on the company's Board of Directors.

C&J WELL
SERVICES, LLC

10-14-24

VE Central Office
122 Amsterdam Avenue
New York, NY 10023

Dear Teri Jones,

Please accept this letter of support as my intention to invest \$50,000 in Unleashed. In exchange for this investment of funds, I understand that I will be taking an equity stake in their business by receiving a commensurate number of shares of stock in their company.

I affirm that I have done the following to review and evaluate this company:

1. Listened to a business pitch from the executive team outlining the firm's business plan, including the marketing plan, operating budget, and sales/revenue projections.
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BANK STATEMENT

2/28/25

US Network Bank

Account summary

Account	Account no	Balance
Unleashed (Budget Checking)	631307915	\$300,558.13

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SALES BY STATE



SHAREHOLDER DISTRIBUTION

Unleashed's shareholders distribution is paid through profit distribution, with 15% of the firm's net profits being distributed at the end of the fiscal year. The shareholders have also signed an agreement stating that they will pay any necessary taxes from the profits of their shareholders distribution. Each investor will receive shares based on a \$10 par value of the company's common stock.

Sarbjit Singh
*Angel Investor
25%

VEI
*Seed Money
25%

**\$200k
Total**

Lindsey Zipperman
*Angel Investor
25%

Allan Gonzales
Angel Investor
25%

- Lindsey Zipperman (5,000 Shares or \$5,000)
- Sarbjit Singh (5,000 Shares or \$5,000)
- Allan Gonzales (5,000 Shares or \$5,000)
- VEI (5,000 Shares or \$5,000)



CITATIONS

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