DOGCITY PITCH DECK · NOVEMBER 2025

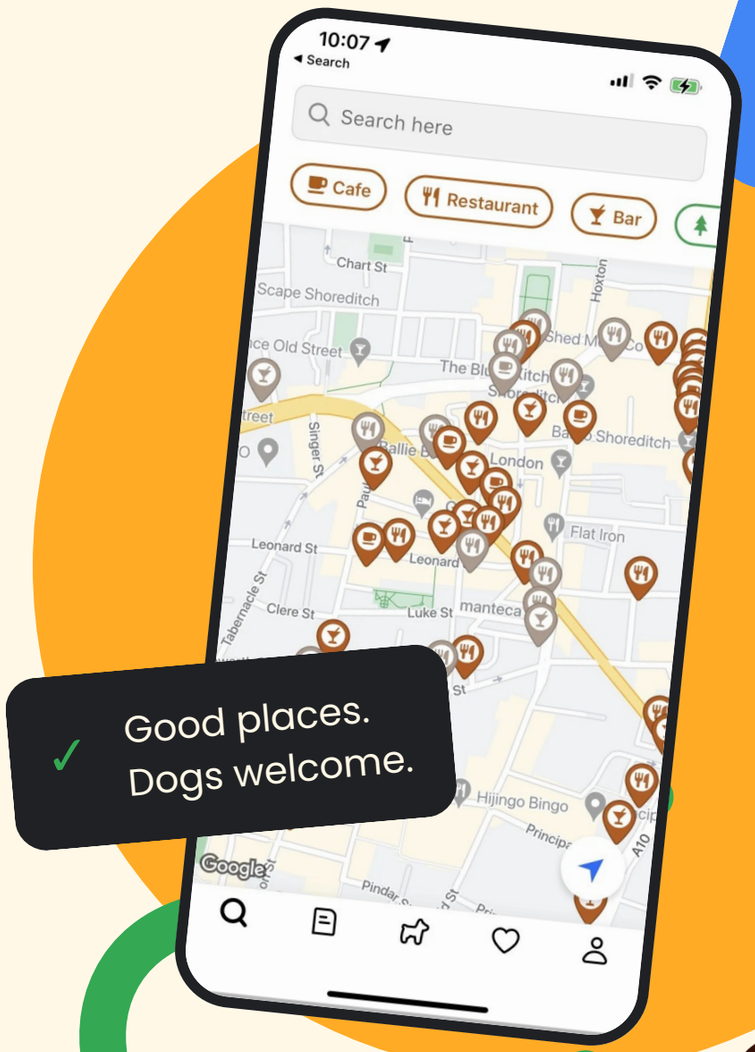
# The #1 Dog-Friendly Discovery App in the UK

Find the best dog-friendly places across the UK.
Paws and download today!

Available on the App Store

Get it on Google Play

**20K+** Locations | **10K+** Users | **500+** Events




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# Finding dog-friendly places is slow, frustrating, and usually wrong.

- ### 1–3 hours lost

  **Average research time per search.** Fragmented, unreliable information that is time consuming to find.

- ### 70% bad data

  **Information accuracy failure.** Google Maps is almost always wrong; blogs and influencer content are hard to find and browse; calling doesn't always help.

- ### 60% fewer outings

  **Suppressed outing frequency.** Experienced past friction, combined with pet guilt, reduces the desire to go out in general.



UK & US MARKET

**103 million registered dogs affected**

Research suggests the TAM could be between 28% and 40% higher, as dog population figures are usually grossly underestimated. (University of Leeds, The Kennel Club.)

# The World is Dog.

**The pet humanisation revolution is taking the pet market by storm. With steady growth of 7% annually, double the standard pre-pandemic.**

The pandemic created a phenomenon like never seen before for pet ownership, with a huge change in priorities, jobs and pet acquisition standards. Now known as “covid pets”, high disposable-income skilled workers had their new co-dependent “baby”.

This made the dog pet fashion market grow by [figure to add] and the pet food industry by [figure to add], with pet owners looking for dog-friendly places more often and businesses having to adapt their policies to accommodate this.

Although cities have been evolving to become more dog-friendly, businesses have struggled to scope this into their services and allocate resources to signalling clear policies.

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This is where DogCity comes in.
The middle layer between places, dog owners and lifestyle.



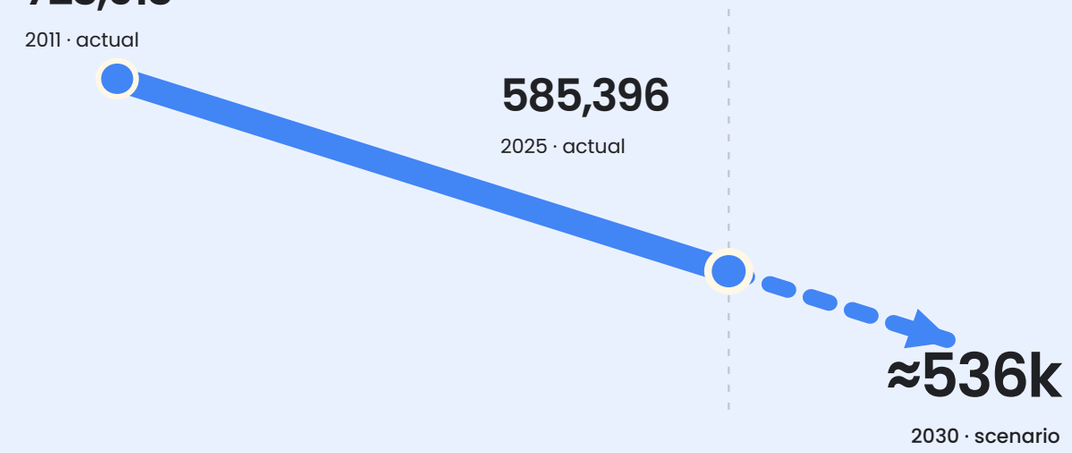
# Fewer births. Higher dog ownership.

Long-term direction. An illustrative 2030 scenario.

Measured endpoints — Illustrative projection

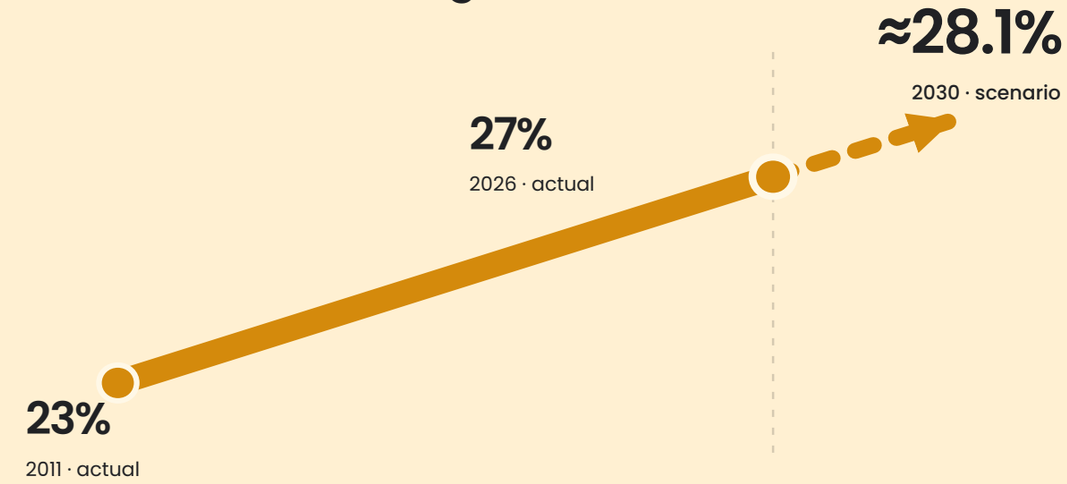
ENGLAND & WALES

## Annual live births




UNITED KINGDOM

## Adults who own a dog




**2030 scenario:** a straight-line extension of the average annual change from 2011 to the latest observation. These are illustrative calculations, not ONS or PDSA forecasts.

Dog ownership fell from 30% in 2025 to 27% in 2026. The upward scenario assumes the longer-term trend resumes.

SOURCES ONS · 2011 baseline · ONS · 2025 births · PDSA · 2011 baseline · PDSA · 2026 report

# The Future is Dog.

- **Surge of pet ownership post-pandemic**
  Pet ownership surged post-pandemic. Highest penetration ever.
- **Rapid rise of dog-friendly hospitality and products**
  Venues and the market are adapting to a new customer base. Services that were for children are now being developed for dogs: day care, schools, fashion and food supplements.
- **Market gap remains unfilled**
  No accurate, reliable data exists. The industry relies on outdated methods: Google reviews, blog posts and outdated listings.
- **Millennials and Gen Z drive demand**
  A tech-native, mobile-first audience who uses apps “on the go”.

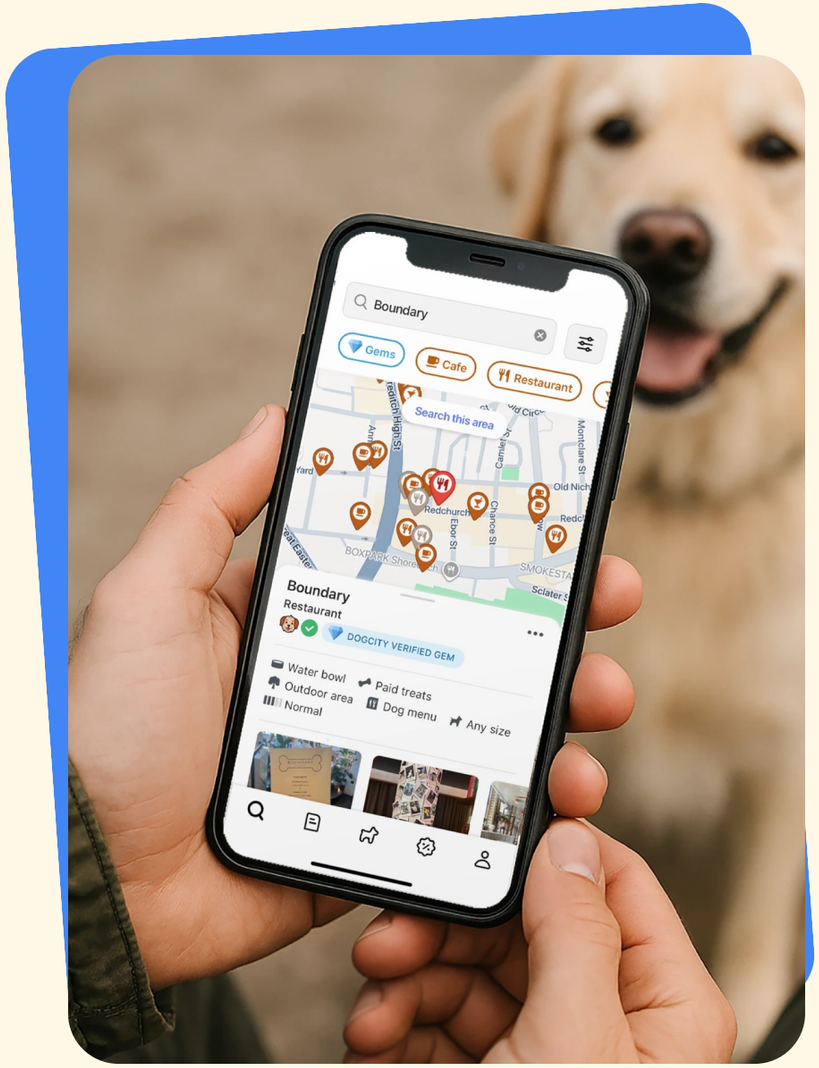
First-mover advantage available right now.



# DogCity
# A real-time dog-friendly discovery app on the go.

Dog owners get trusted information instantly.
Venues get targeted, high-intent customers.

- Smart map — GPS powered
- A seamless and fast experience
- 95% accuracy
  Verified, real-time dog-friendly data.
- High trust factor
- Dog-specific community reviews
- Exclusive discounts, friend matching and events

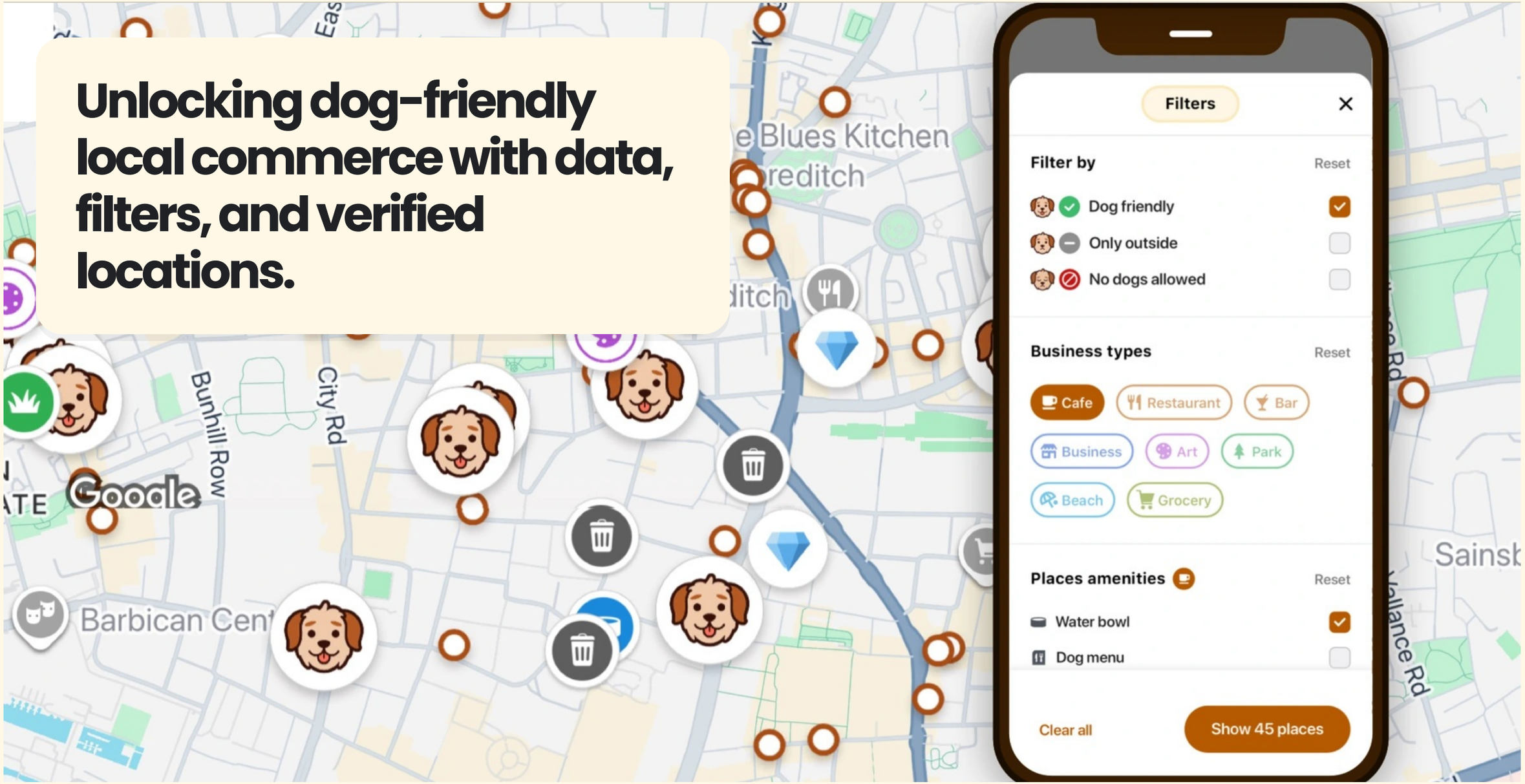


# Live more of life with your dog!

Verified, reliable data curated by DogCity and its community.



# Unlocking dog-friendly local commerce with data, filters, and verified locations.



# Production platform with validated PMF.

Operational infrastructure generating engagement data.
Not MVP — proven production system.

- **Production app deployed**
  iOS / Android live in stores.
- **Data infrastructure operational**
  Real-time verification system.
- **Ambassador programme active**
  Viral growth channel.
- **Venue partnerships**
  B2B demand validated.
- **Brand partnerships**
  B2B2C pathway proven.

## Scale-up stage

Capital for acceleration, not validation.

✓

**95%**

**Accuracy rate**

Industry: 20%

4.75× improvement via verification

↗

**+50%**

**Outing increase**

User-reported

Demand capture evidence

+

**10,000+**

**Early adopters**

Pre-revenue

Organic PMF validation

Company-reported traction and positioning from the supplied deck.

# Market Size Analysis

UK beachhead, US expansion, £1.9B global opportunity.

## UK Market

| | |
|---|---|
| Total dogs | 13M |
| Target segment | 8M |
| Industry annual | £15B |
| Additional monthly opportunity | £240M |

SERVICEABLE
**£40M**

## US Market

| | |
|---|---|
| Total dogs | 90M |
| Target segment | 55M |
| Industry annual | £105B |
| Additional monthly opportunity | £1.2B |

SERVICEABLE
**£280M**

## Global

| | |
|---|---|
| Global dogs | 500M |
| Target markets | 382M |
| Key regions | 12+ |
| Penetration | High |

GLOBAL
**£1.9B**

**Strategy:** UK dominance (Year 1–2: £40M), US entry (Year 2–3: £280M), then Western Europe, Australia / NZ.

Company market model and planning estimates, as supplied in the original deck.

# Four Revenue Streams

01

## B2B Subscriptions / Paid Ads

**£99.99/mo**

Sponsored and premium map advertising. Premium Pins, listing management, data analytics, bookings and bespoke promotions.

LTV:CAC target: 5:1

02

## B2B Subscriptions

**£9–29/mo**

SaaS for venues: listing management, analytics, placement and booking.

Margin: 85%+

03

## Brand Partnerships

**Rev Share**

Co-marketing and data licensing with pet brands, insurance and hospitality.

Pipeline: 3 major brands

04

## Transaction Layer

**15% fee**

Integrated booking for events, experiences and reservations.

Rollout: Month 12–18

Source-deck commercial model, pricing, targets and pipeline.

# Proprietary Data Infrastructure

This is the defensible advantage.

## DogCity Technology

- ✓ Multi-source data aggregation
- ✓ Cross-verification algorithms
- ✓ Real-time validation engine
- ✓ Self-scalable infrastructure
- ✓ Cost-efficient proprietary API
- ✓ Technical expertise hard to replicate

**95% accuracy rate**

## Competitor Approach

- × Unverified Google data
- × Social media scraping
- × Static curated lists
- × Manual blog updates
- × No backend infrastructure

**~20% accuracy rate**

**DogCity owns:** The Platform | The Data | The Verification | The Infrastructure

Technology description and comparison figures supplied by DogCity.

# Category-Defining Technology Moat

First purpose-built, data-verified dog-friendly infrastructure.

| Platform | Mobile | GPS | Verified | Real-time | Proprietary |
|---|---|---|---|---|---|
| **Google Maps** | ~ | ✓ | ✗ | ~ | ✗ |
| **Blogs** | ✗ | ✗ | ✗ | ✗ | ✗ |
| **Pet Apps** | ~ | ~ | ✗ | ✗ | ✗ |
| **DogCity** | ✓ | ✓ | ✓ | ✓ | ✓ |

## DogCity Assets

- Multi-source aggregation algorithms
- Real-time infrastructure: sub-hour latency
- Proprietary AI platform extensibility

## Competitor Dependencies

- User content without verification
- Static content manual curation
- No quality assurance protocols

Original company comparison. ~ indicates partial capability; features vary by provider.

# Fast, Efficient City-by-City Expansion

Proven playbook for rapid growth with low CAC and high viral potential.

01

## Acquisition

CAC: £0.50 | Organic viral growth

**TikTok & Instagram UGC**
Dog content = engagement gold

**Paid Social Ads**
Hyper-targeted by city launch

**Ambassador Dogs Programme**
Local influencer dogs + owners

**Local Press & PR**
City launches = media coverage

**Influencer Campaigns**
Micro + macro partnerships

02

## Partnerships

B2B revenue + distribution

**Dog-Friendly Venues**
Premium listings + partnerships

**Pet Brands**
Sponsorships + co-marketing

**Hospitality Groups**
Multi-venue partnerships

**Events & Tourism**
City tourism boards + events

**Local Councils**
Dog-friendly city initiatives

03

## Growth Loops

Self-reinforcing viral mechanics

**User Reviews Loop**
Better data → more users → more reviews

**Venue Distribution**
Venues share → free traffic

**Add-a-Place Growth**
Users contribute → dataset grows

**Social Sharing**
Share walks → app downloads

**Community Events**
Dog meetups → network effects

Company go-to-market plan. Acquisition cost and growth mechanics are source-deck assumptions.

# Technical founder with proven track record.

## Maria Clara Irisarri

Founder & CEO

15 years building mobile products | Big Tech & startups

Maria Clara is a technical founder with 15 years of hands-on experience building mobile applications for Big Tech companies including Meta, and venture-backed startups such as Mush and Mettle. She has led product development from concept to launch, delivering multiple App of the Day featured products that achieved millions of downloads and generated significant user growth.

Throughout her career, Maria Clara has operated across the full business lifecycle, from initial product development and technical architecture to fundraising, team scaling and successful exits. She has directly contributed to companies securing investment and achieving acquisitions, demonstrating a deep understanding of what investors and acquirers value.



# Technical execution. Financial discipline.

As a technical founder, Maria Clara remains actively involved in the codebase, with full-stack capabilities spanning iOS, Android, cross-platform architecture, payment systems integration and complex mapping solutions.

She combines technical execution with financial discipline, maintaining accurate budget forecasting and runway optimisation. With DogCity, she has built a production-ready platform to scale with minimal capital, proving her ability to operate efficiently and deliver measurable ROI.




### Supporting Team

Experienced engineers executing on roadmap and infrastructure.

# Capital for UK, US & South America expansion.

Growth capital to accelerate penetration, cement the market first-mover advantage, scale infrastructure, and establish category leadership.

THE ASK

**£250K**

VALUATION

**£2.5m**

SEIS Advance Assurance



# The Global Standard for Dog-Friendly Discovery

## Building the infrastructure for a $100B+ market.

This is the foundation of a global PetTech platform.

### Smart City Data

Real-time infrastructure layer for cities

### Venue Intelligence

Analytics & insights for hospitality

### Commerce Layer

Seamless bookings & transactions

### Global Pet Travel

International expansion & partnerships

### Hospitality Integration

Deep venue management tools

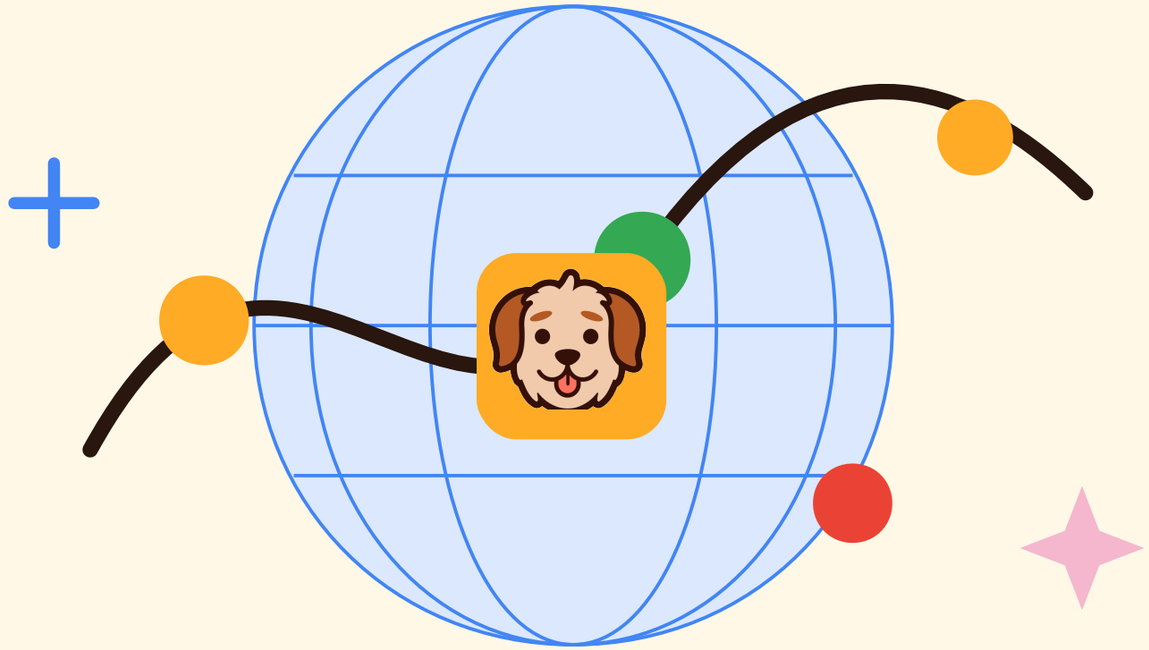
### Infrastructure Platform

Real-time dog-friendly data worldwide

**DogCity will become the operating system for the dog-friendly economy.**

Long-term company vision and market positioning from the original deck.

# The Global Standard for Dog-Friendly Discovery



DOG-FRIENDLY & LOCAL-DISCOVERY ECOSYSTEM

airbnb · DogCity · waze · Google Maps · BORROW MY DOGGY · Booking.com · zigzag
Rover · Trusted Housesitters · Tripadvisor · yelp · OpenTable · ManyPets · Trustpilot

# Let’s build this together.

Raising £250K.

Maria Clara Irisarri
Founder & CEO

dogcityapp.com @dogcityapp

