My Dog, Bella Serbin

Meet Bella

The Problem
Tail-Gate

Benefits

The First Step

3 Years Old

Crazy

Silver Lab

Meet Bella
Kennel Cough

1. Highly contagious respiratory disease
2. Contracted at places where large amounts of dogs congregate
3. Strong cough, runny nose, sneezing, lethargy, low fever
THE PROBLEM
Other Problems with Kennels

- Grid Flooring
- Cold Temperatures
- Discomforts

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THE SOLUTION
Introducing Tail-Gate

- Dog Boarding
- Personalized Visits
- Reduce Stress
- Dog Day Care
- Certified Hosts
- Add-Ons
## COMPETITORS

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### Meet Bella

### The Problem

### Tail-Gate

### Benefits

### The First Step
Airbnb and Tail-Gate

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Pet Industry Trends

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2014: $58.04b
2015: $60.28b
2016: $66.75b
2017: $69.51b
THE FIRST STEP
The Release of Tail-Gate

01 Obtaining certified hosts

02 Market the launch of Tail-Gate

03 Launch in a select group of cities

04 Review Results

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The Problem
Tail-Gate
Benefits
The First Step
Questions?