



WE DON'T TRAIN DOGS.
We train the people who love them.



WHO WE ARE AND WHAT WE DO

Indoor Dog Training Gym with an emphasis on Socialization

- **Our Mission:** To improve the lives of dogs and families by focusing on human education and the customer experience
- **Our Goal:** To own the category of dog training and prove the viability of Experiential Retail for dog lovers



BUSINESS AT A GLANCE

We don't train dogs. We train the people who love them.

- **Primary Service Revenue:** Group Training Classes
- **Additional:** Private Training, Playgroups, Social Events
- **Key Differentiator:** Owners with dogs at all times, actively engaged
- **Training Philosophy:** Positive reinforcement only



BEST-SELLING DOG TRAINING BOOKS



THE GROWING PET INDUSTRY

2021 Pet Industry: \$123.6 billion in sales

- **Pet Industry Growth:** up 14% in 2021
- **Pet Services Growth:** 60% increase in establishments since 2007



Pet ownership continues to grow

- 70% of US households own a pet = 90.5 million homes
- 69 million households have a dog

A RECESSION RESISTANT INDUSTRY

70% OF DOG OWNERS SAY THEIR SPENDING ON THEIR DOGS IS UNAFFECTED BY THE ECONOMY, AND AN ADDITIONAL 11% REPORT SPENDING MORE ON THEIR DOGS WHEN THE ECONOMIC CLIMATE DIPS.

PETS ARE FAMILY



CLIENT DEMOGRAPHICS

- ▶ 90% College-Educated & Beyond
- ▶ 78% Female, esp. 25-34
- ▶ Millennials fastest-growing segment
 - ▶ Large sub-pop of Empty Nesters
- ▶ Retention Rate: 85%



THE SMART, SPORTY AND STREAMLINED ALTERNATIVE

ZOOM ROOM

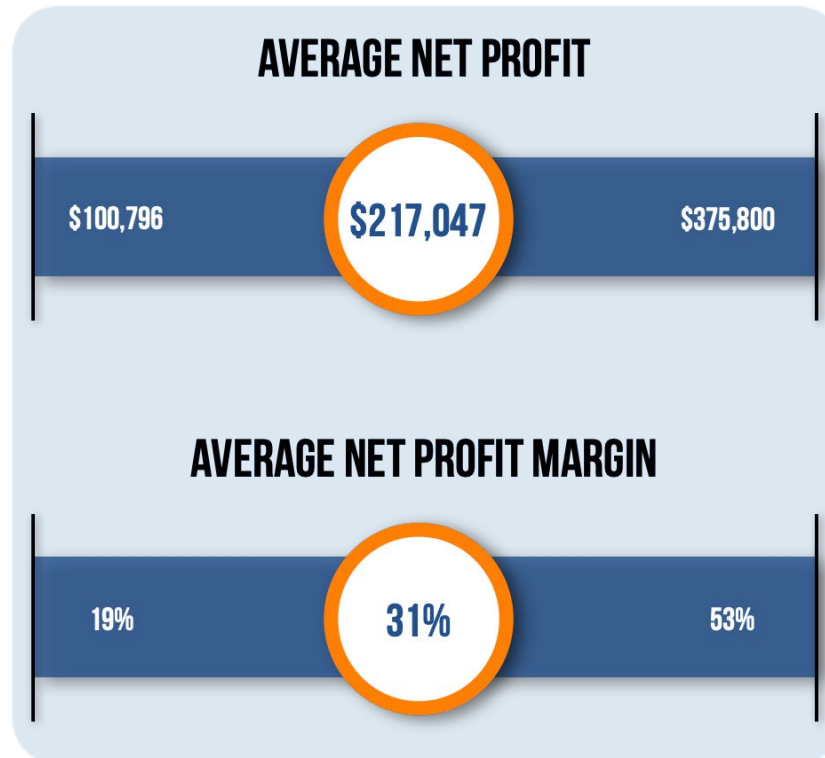
- Low start-up cost (Avg. \$270K per item 7)
 - Zoned for Retail
 - Only 2 people working at a time
 - Small footprint; about 3,000 sq. Ft.
 - Easy build-out
 - Minimal insurance coverage
- Limited liability: owners are always in control of their own dogs
- Low overhead - mostly rent on 3000 sq. ft.
 - All prime territories available
 - No other leaders in the space

DAYCARE

- Start-up cost near \$1,000,000
 - Zoned Industrial
- Manage Extensive Staff; Large Payroll
 - Typically 10,000 sq. Ft
- Expensive draining and air ventilation system per health requirements
 - High insurance cost
- High overhead - payroll, rent, insurance, consumables, etc.
- Many key territories sold out or crowded
 - Highly competitive space



NET PROFIT & NET PROFIT MARGIN



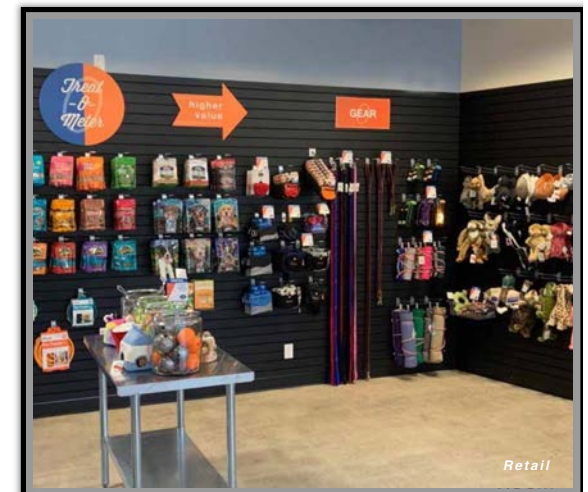
Mature Stores (open prior to Jan 2020)

*This information appears in Item 19 of the Zoom Room Franchise Disclosure Document dated 12/1/22



REVENUE

- **Primary Service Revenue:** Group Training Classes
- **Primary Product Revenue:** Treats & Puzzle Toys
- Other Revenue Sources: Workshops and Retail

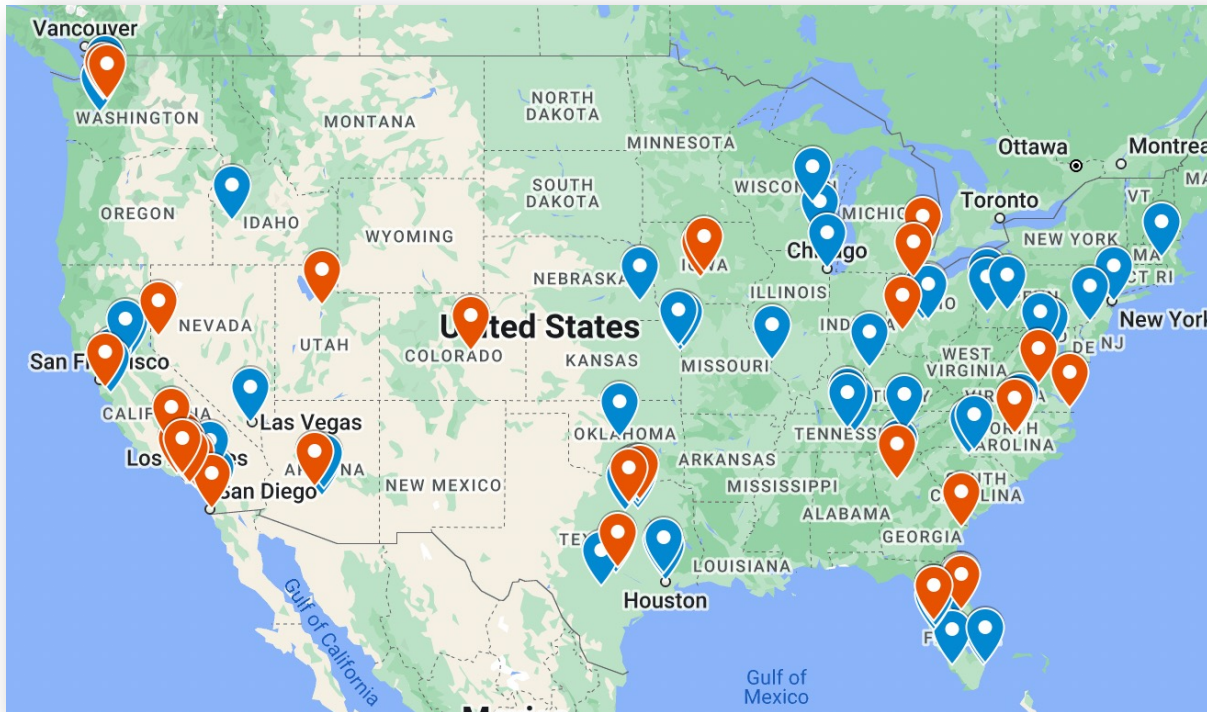


REVENUE

- TRAINING
- WORKSHOPS/SOCIALIZATION
- RETAIL



BRAND GROWTH



37 stores open

**AZ, CA, CO, FL, GA, IA, MI,
NC, NV, OH, TX, UT, VA,
WA, WI**

68 more coming soon

**AZ, CA, FL, GA, ID, IL, KS,
KY, MA, MO, NE, NC, NV,
NY, OH, OK, PA, SC, TN,
TX, VA, WA, WI**

As of March 20, 2023



THE NUMBERS

FRANCHISE FEES

\$49,500 single
\$120,000 3 units
\$180,000 5 units

INVESTMENT RANGE

\$271,660 - \$407,410

MINIMUM LIQUID CAPITAL

\$125,000

MINIMUM NET WORTH

\$300,000

ROYALTY: 8%

NATIONAL
MARKETING: 1%

VET FRAN DISCOUNT

10% off first
franchise fee



THE IDEAL CANDIDATE

☒ **Owner-Operator**

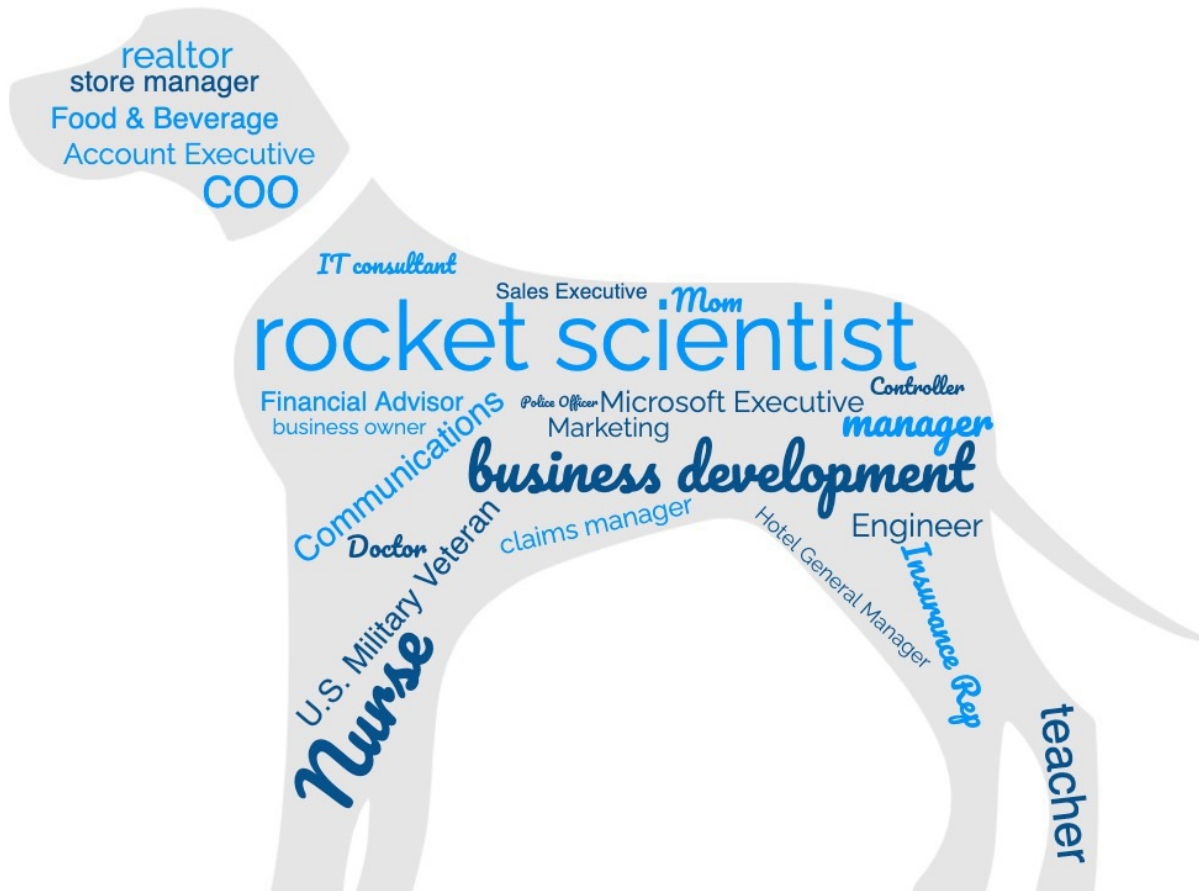
☒ **Semi-Absentee**

☒ **Full Absentee**

- ▶ People skills
- ▶ Team leadership & management skills
- ▶ No prior pet-related experience required
- ▶ Comfortable with a growing brand
- ▶ Sufficiently well capitalized
- ▶ Technology proficient
- ▶ Desire to succeed, have fun, and make a positive impact in the community



OUR FRANCHISEES



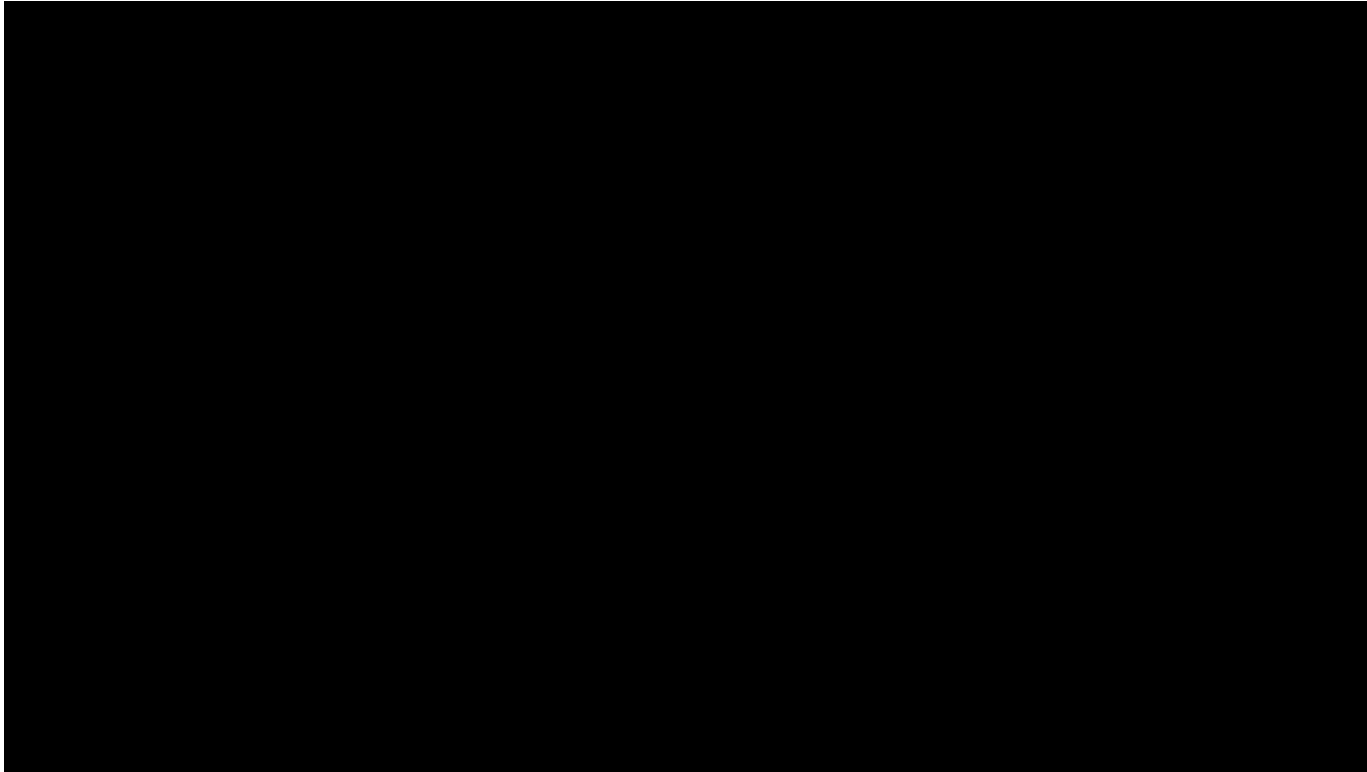
BUT I'M NOT A DOG TRAINER...

"The deep, "hands on" instruction to become a dog trainer was thorough, comprehensive and taught in a way where anyone would feel comfortable with the course work.

*Multi-Unit Developer
Zoom Room Austin, TX*



AWARDS PROCESS



Introduction call ● FDD Review ● Validation Calls ● In-store Visit Event ● Leadership Call





I'll take one of
these, please!

Thank you!

