

# SNOOZEFORPOOCH

*From Pet Care to Scalable Pet Essentials*

Building a modern, design-led pet brand rooted in real care experience

Established March 2025

Trusted Home Boarding Brand, Expanding into Products



# An Existing Pet Brand with Real Customer Trust

- Operating as a home boarding / pet care services since 2017
- Formally established as SNOOZEFORPOOCH on 11 Mar 2025
- Built on trust, safety and real dog care experience
- Daily interaction with real pet owner pain points



# What Pet Owners Struggle With



## Daily Frustrations

- Messy clean-ups and frequent pee accidents
- Hygiene products that solve function, but not experience



## Cost Pressure

- Rising cost of everyday pet essentials
- Lack of value in products that feel generic and replaceable



## Product Gap

- Toys not designed for different dog behaviours (destroyers vs soothers)
- Most products are functional, but lack thoughtful design and emotional appeal

# Why Services Alone Are Not Enough

## **Limited Scalability**

- Service growth is constrained by time, space, and manpower

## **Unlocking Scale Through Products**

- Products enable scalable, repeatable revenue beyond physical capacity

## **Leveraging Existing Trust**

- Our current customer base provides a natural entry point into products

## **Higher Customer Lifetime Value**

- Expanding into products increases frequency of purchase and total spend per customer

We are converting trust built through services into scalable product revenue.

# Building a Thoughtful Pet Brand

## **Functional by Design**

- Everyday essentials that solve real problems, not just exist

## **Design-Led & Emotionally Memorable**

- Products that feel personal, warm, and brand-driven

## **Built from Real Experience**

- Rooted in daily interaction with dogs and real owner needs

## **Designed to Scale**

- Expanding from essentials into a cohesive pet ecosystem

# Product Roadmap

## Phase 1 — Core Essentials (Launch)

- Biodegradable poop bags
- Pee pads (Normal & Scented ones)

👉 *High-frequency, everyday products to drive initial revenue and customer acquisition*

## Phase 2 — Brand & Differentiation

- Popmart-inspired poop bag holder (collectible blindbox)
- Behaviour-based toys

👉 *Build brand identity and increase engagement*

## Phase 3 — Expansion & Ecosystem

- Care products (e.g. shower gloves, wipes)
- Kibbles (long-term opportunity)

👉 *Expand into a full pet care ecosystem and increase customer lifetime value*

# Why Start with Essentials

- High-frequency products that drive **recurring revenue**
- Fastest path to market with **lower execution risk**
- Solves real, everyday problems pet owners face
- Creates a strong foundation for **brand trust and repeat customers**

**Essentials are our entry point — they build revenue, trust, and a customer base for future expansion.**

# What Makes Us Different - Pee Pads (45x60cm, 60cm x 90cm)

## 🧩 Product Variants

- 2 sizes - 45x60cm, 60x90cm

## 📦 Details

- 7-layers to prevent leakage
- Normal or Scented

## 💰 Cost Structure

- Cost: \$3/pack

## 🏷️ Retail Pricing Strategy

- \$12.90 (normal), \$13.90 (scented)
- Bundle (2 packs \$24.90)

Premium-quality pee pads at a more accessible price point, designed for everyday use.

Lightly scented to keep living spaces fresh — similar to the experience of everyday household care products.



# What Makes Us Different - Biodegradable Poop Bags

## 🧩 Product Variants

- 4 curated colorways: Black / Pink, Brown / Caramel, Cream / Beige, Navy / Light Blue

## 📦 Formats

- **150 pcs** (10 rolls × 15 pcs)
- **300 pcs** (1 roll bulk format)

## 💰 Cost Structure

- Cost: **\$0.25 USD per roll (15 pcs)**
- Estimated landed cost supports healthy margins at retail pricing

## 🏷️ Retail Pricing Strategy

- **150 pcs**
  - Retail: **\$14.90**
  - Launch: **\$12.90**
- **300 pcs**
  - Retail: **\$22.90**
  - Launch: **\$19.90**



# Our Competitive Advantage

## **Built from Real Pet Care Operations**

- Daily interaction with dogs and owners provides real, continuous insight  
*(not guesswork)*

## **Existing Trust & Customer Base**

- Established brand since March 2025 with direct customer relationships  
*(warmer go-to-market vs new brands)*

## **Focused Entry Strategy**

- Launching with high-frequency essentials before expanding into higher-margin categories

## **Brand-Led Differentiation**

- Combining functional products with thoughtful design and emotional appeal

We are not entering the market cold — we are building on existing trust, insight, and a clear execution strategy.

# Business Model



## Current Revenue Stream

- Home boarding and pet care services
- Builds trust, customer relationships, and real-world insight



## Product Expansion (DTC)

- Direct-to-consumer sales of everyday pet essentials
- Launching with high-frequency, repeat purchase categories



## Recurring Revenue Engine

- Essentials (poop bags, pee pads) drive consistent repeat purchases
- Creates predictable revenue over time



## Growth & Monetisation

- Bundles to increase average order value (AOV)
- Blending functionality with design-led branding to create products that stand out to improve margins

# Go-To-Market Strategy

## **Focused Product Launch**

- Launch with core essentials: biodegradable poop bags and pee pads
- Designed for immediate relevance and repeat purchase

## **Leverage Existing Customer Base**

- Activate current boarding clients as first adopters
- Build early traction through trust and direct relationships

## **Content-Led Growth**

- Short-form content (TikTok / Instagram) showcasing real-life usage
- Relatable, daily pet owner moments to drive organic reach

## **Multi-Channel Expansion**

- Start with direct-to-consumer channels
- Expand into marketplaces and selective retail partnerships

We start with a warm audience, validate quickly, and scale through content and distribution.

# Early Traction & Progress

- Established brand with active pet care operations since March 2025
- Direct and ongoing customer interactions (served over 500+ owners to date)
- Product concepts developed from real user insights
- Supplier discussions underway for initial production

We are already operating, learning, and preparing for product launch — not starting from zero.

# Why Now

- Pet ownership and spending continue to rise
- Consumers are shifting towards higher-quality, design-led products
- Existing market lacks strong local brand differentiation
- Early opportunity to establish a modern pet brand

The category is growing — but strong, design-led brands are still underdeveloped.

# Funding Ask

**Seeking: SGD \$40K – \$60K**

To support initial product launch and market entry

## Use of Funds

- **Product Development & Initial Inventory (50%)**  
First production run for poop bags and pee pads
- **Branding & Packaging (20%)**  
Packaging design, dielines, and brand assets
- **Marketing & Content (15%)**  
Content creation and initial customer acquisition
- **Working Capital (15%)**  
Logistics, operations, and buffer for scaling

Focused on a lean, efficient launch with clear path to revenue generation.

# Why Invest in Snoozeforpooch

- Established and trusted pet brand with real customer relationships
- Transitioning into a scalable product-driven business model
- Focus on high-frequency categories driving recurring revenue
- Clear and disciplined roadmap from essentials to ecosystem

We combine real-world pet care experience with a scalable, design-led product strategy — positioning Snoozeforpooch for long-term brand growth.

# Projected Revenue - Year 1

## Core Assumptions

- Launch with poop bags and pee pads
- Focus on direct-to-consumer sales
- Gradual growth through content and existing customer base

## Monthly Sales (Conservative)

- 150 pcs poop bags: **150 units/month × \$14.90** → \$2,235
- 300 pcs poop bags: **100 units/month × \$22.90** → \$2,290
- Pee pads (2-pack): **120 units/month × \$24.90** → \$2,988

## Total Monthly Revenue

 ~\$7,500

## Estimated Year 1 Revenue

 ~\$90,000

**Targeting break-even within initial launch phase with strong margin profile.**

# Future Category Expansion



Snufi - Grooming Line

# Future Category Expansion



Chilli Crab Toy - specially designed for dogs

# Future Category Expansion

Bellywag - SG First Local  
Brand Oven Baked Kibbles

(reference: Notti Pet Food  
<https://vulcanpost.com/859893/notti-pet-food-malaysia-slow-baked-kibble-funding/>)



# From Care to Category Growth

Built on real pet care experience,  
We are expanding into scalable, everyday essentials —  
laying the foundation for a modern, design-led pet brand.

**Join us as we grow Snoozeforpooch into a brand pet owners trust  
and use daily.**