



PupScout

What do we do?

We help future dog parents meet their ideal breed online and in-person before buying.

What's the problem?

Most people end up with the wrong dog.

But why?

1

People aren't encouraged to explore unfamiliar breeds

2

Meeting a breed in-person usually requires knowing an owner

3

Soon-to-be dog owners aren't prepared for what's to come

4

Ethical breeders are hard to identify - especially online

And we've had a rough time too.



James Williams | CEO

5 Years of sales experience, Previous non-profit founder in high school

I failed at buying ethically...

"I did everything by the book—months of research, an 11-page application, and attending dog shows.

But none of it mattered. I was ghosted by breeders, ignored at Westminster, and six months and \$2,000 later, still dogless."



Kimleng Hor | CTO

Previously co-founder of venture-backed pet grooming startup Pawsh

I didn't know what I was getting into...

"In 2019, I brought home my dream dog, a Maltese named Hachi.

But the costs surprised me—pet insurance, food, grooming. I couldn't keep up and had to rehome him with a friend.

Even though Hachi's doing well, I feel guilty that I couldn't support the life he deserved."



Izaac Crayton | CDO

5 Years of UX Industry Experience with companies like Morgan Stanley & IBM

Our adoption didn't go as planned...

"My parents rescued Blue, an Akita-Black Lab mix.

We fell in love instantly, but his temperament and behavioral issues put my sister's and my safety at risk.

Heartbroken, we had no choice but to rehome him with our neighbors."

Yeah, he's upset too

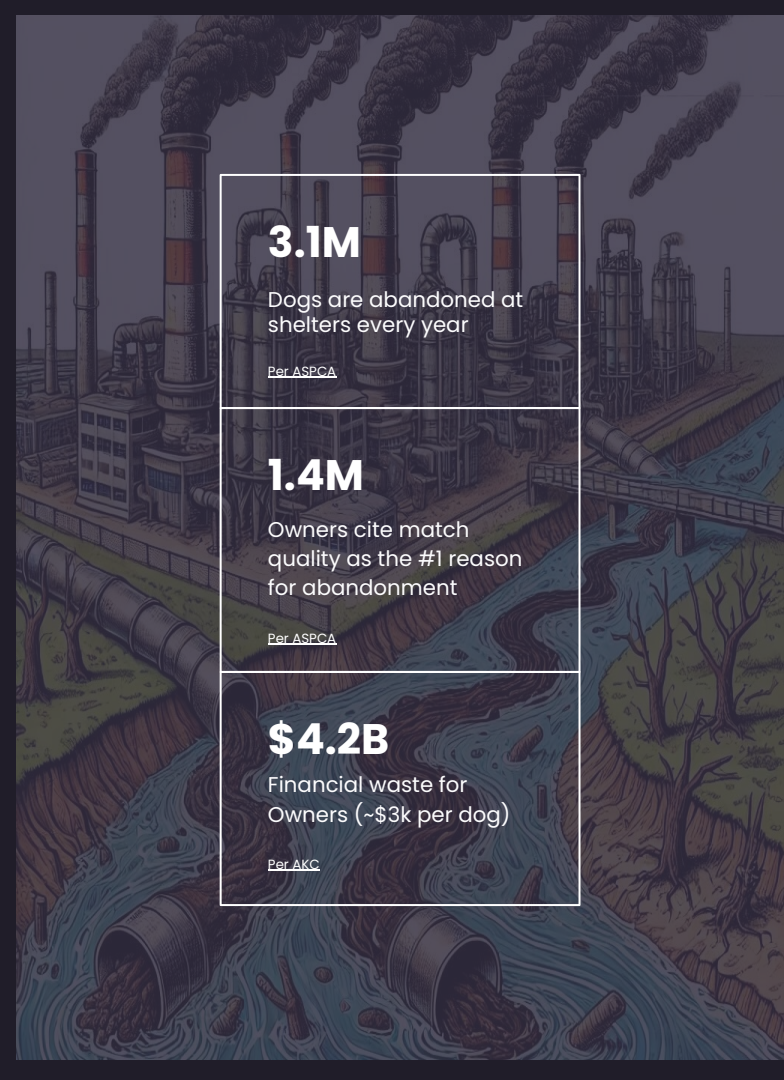


Doing things the “ethical way” doesn’t work.

“Do your research first” **really means** months at your desk on google

“Buy ethically” **really means** hours on long applications

“Meet the breed first” **really means** days struggling at dog shows



3.1M

Dogs are abandoned at shelters every year

Per ASPCA

1.4M

Owners cite match quality as the #1 reason for abandonment

Per ASPCA

\$4.2B

Financial waste for Owners (~\$3k per dog)

Per AKC

And we haven't fixed the source.

Increasing adoptions is important for animal welfare, but this doesn't solve poor match quality and puppy mill mass production upstream.

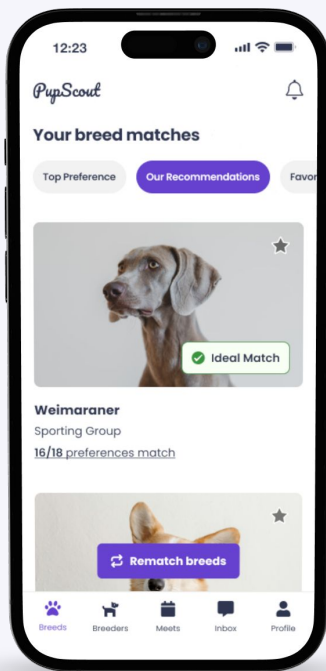
Our opportunity?

To help future dog parents find their ideal breed from the start and modernize the ethical buying process.

So we're
setting out to
fix things:

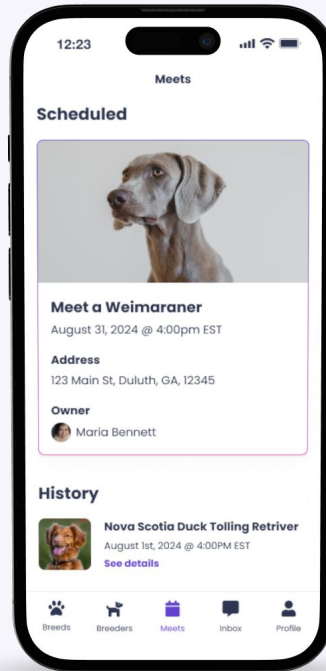
Feature #1

By matching people with breeds that **actually meet their expectations**.



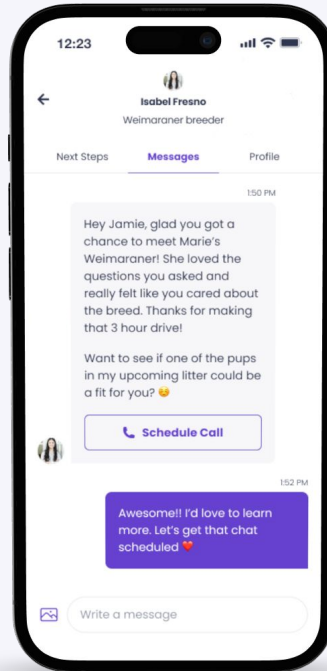
Feature #2

Letting them **meet their match** in-person by pairing them with a trusted owner.



Feature #3

And **introducing them to a verified ethical breeder** when they're ready.



Our first customers taught us a lot.

- The breeder **reduced their sale price (\$3,800 → \$2,000)** because she felt more confident her puppy was going to a good home.
- We implemented a 10% purchase fee after negotiating the sale price. Even still, **the new pet parents saved 42%** from the breeder's normal price.
- After meeting their breed in person, they **accelerated their purchase timeline by nearly 6 months**. They said meeting the dog in-person was the key.

So we leaned into Meet Your Match, and it paid off.

- In total, we've hosted **7 Meet Your Matches** thus far and are currently working on **4 more requests**.
- On average, future dog parents are traveling **over 4 hours** roundtrip for our guided experiences with their desired breed and a vetted owner. The longest trip was **nearly 9 hours**.
- **100% five-star reviews** with testimonials from 14 potential pet parents and trusted owners.



"I woke up at 4:30 a.m. to drive to a Meet Your Match event in Des Moines, and I would do it again in a heartbeat. PupScout gave me an experience I'm confident I would've never had otherwise. It felt like I got a once-in-a-lifetime experience."

Kody, Met a Doberman in Des Moines, IA



"Honestly, I'd never heard of Swissies before PupScout, so I'm pretty sure I never would've come across the breed or had the chance to meet them without this experience. I'd highly recommend 'Meet Your Match.'"

Keiran, Met a Greater Swiss Mountain Dog in Kila, MT

91.9M

U.S. Millennials and Gen Z adults are considering a dog in next 5 years

[Per Morgan Stanley](#)

4.6M

Dogs are acquired per year from shelters and breeders in the U.S.

[Per ASPCA, Humane Society](#)

2.6M

Dogs are sold by USDA licensed & unlicensed breeders in the U.S.

[Per Humane Society](#)

4.6M

Future pet parents
exploring getting a dog

5% of the U.S. Market

X

\$20

To Meet Your Match
In-Person

Flat fee

=

\$92M

Annual Revenue
Opportunity

From Meet Your Matches

Our revenue streams address both the top and bottom of our market.

130K

Pet parents who buy
from a breeder

5% of the U.S. Market

X

\$200

10% fee when a dog is
bought on PupScout

\$2000 average puppy sale

=

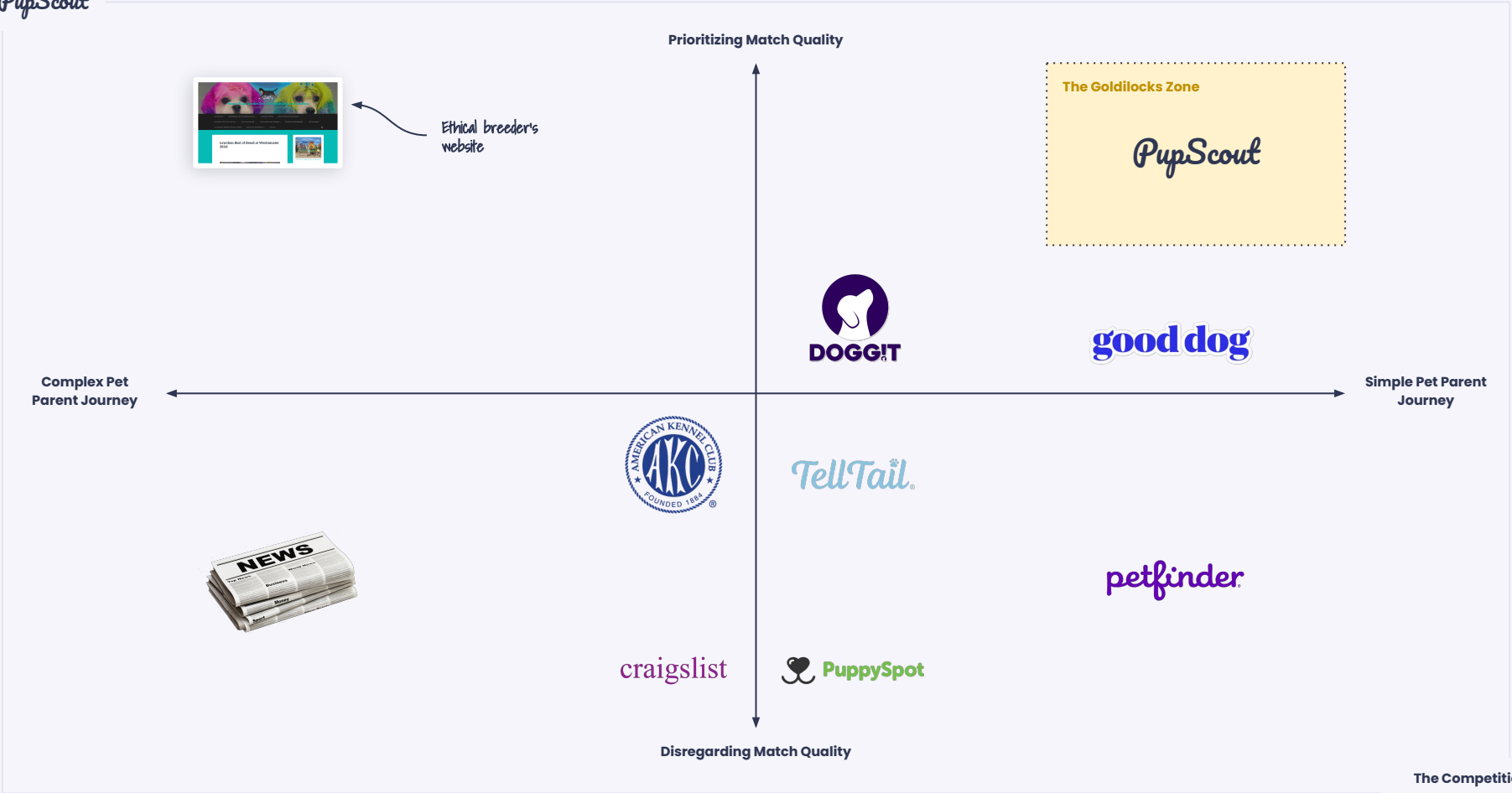
\$26M

Annual Revenue
Opportunity

From dogs sold on PupScout

\$118M

Total Annual
Revenue
Opportunity



**We've got a
plan to hit the
ground running.**

1

Helping Breeders Screen Their Leads

The Insight:

Breeders struggle to efficiently screen leads across various listing sites, wasting time and missing potential matches.

The Strategy:

We're working with several breeders to become their first touchpoint of choice for evaluating new pet parent applications.

2

Reaching Our Market with Short Form Content

The Insight:

Millennial and Gen Z adults looking for a dog begin researching on social media, but typically find inconsistent advice and information.

The Strategy:

We'll share 20+ real, memorable stories from breeders and owners on TikTok, targeting trending opportunities like "Getting a Puppy" (1.72M views from 9/4-9/11).



Thank you.

www.pupscout.app

Why is this a problem?

Every year, 1.4M dogs are surrendered due to poor matches, costing owners \$4.2B in lost investments.

Meanwhile, countless buyers are sidelined in a gate kept, outdated system—missing out on the right dog. The real opportunity is in fixing the system.

Why PupScout?

We help future dog parents meet their ideal breed, not just make their purchase easy.

These future dog parents are traveling 4+ hours for guided experiences with vetted owners, showing how far they'll go to find the right dog from an ethical source.

Why now?

Pet tech companies like Rover and Chewy have today's dog parents demanding more thoughtful digital experiences.

PupScout modernizes the ethical buying process, by helping future dog parents meet their ideal breed online and in-person before buying.

Why us?

We've lived the pain of broken dog ownership processes, but we're not stuck in outdated dog world etiquette.

We're building PupScout to fix what failed us.