



"We bring a new sense of happiness when you visit our lounge"

Nichole Blair

Problems

1. Animals are turned over to kill shelters because they are not able to be adopted.
2. Animals don't receive the love and attention they require at shelters.
3. People need a calming place to relax with their animals.
4. No safe pet friendly facilities locally

Solution

1. Our lounge allows animals to find loving homes. It gives the animals hope.
2. Our lounge gives these animals all the love and attention they desire.
3. Petting animals' releases hormones that cause relaxation.
4. Allows pets & owners to gather in a safe social setting.

Petflix & Chill Lounge

Indoor/outdoor pet lounge with bar & café.

Pet Friendly Environment

Safe place for you and your pets

Partners with local Animal Humane Society for pet adoptions.

Local Food Trucks, movies under the stars, & events.

Guaranteed to leave happier than you came.



Petflix & Chill Lounge

Open Year round

Tuesday-Sunday 3:00pm to 9:00pm Bring your Own Pet

Saturday-Sunday 10:00am to 1:00pm Humane Society will have open adoptions.

Private Events (Birthday, Graduation, & etc.)

Entry Fee Monday-Thursday is \$10

Entry Fee Friday-Sunday is \$15

*No outside animals while Humane Society is present

Petflix & Chill Lounge

Animal Rules

- You will be asked to sign a liability waiver.
- No aggressive dogs will be allowed on premises.
- If your dog proceeds to be aggressive.....
 - Leash Law
 - Kennels available for time out
 - Asked to leave premises
 - If you have been asked to leave more than twice, your animal will be banned from the premises
- Proof of Vaccinations & spay/neutered will be required.



Business Model

<u>Key Partners</u> • Local Humane Societies • Local Food Trucks • Local Breweries • Investors • Pet Charities and Pet Adoption Centers • Local College (work study/volunteering) • Local Veterinarians	<u>Key Activities</u> • Marketing • Logistics • Selling • Manage adoption assistance with local humane societies	<u>Value Propositions</u> • Convenience and usability • Pet Adoption Services • Pet adoption events at specific times on weekends	<u>Customer Relationships</u> • Personable • Accessibility • Reliability • Personal Assistance	<u>Customer Segments</u> • Pet People: adopt or rescue pets • Millennials who are first time home buyers • Single Millennials • Newly Wed Millennials
	<u>Key Resources</u> • Marketing Team • Equipment & Food • Trademark Name/Logo • Dog area		<u>Channels</u> • Retail • Pet Stores • Pet Adoption Services	
<u>Cost Structure</u> • Marketing • Salaries • Coffee & Alcohol Supplies • Mortgage • Furniture • Movie License			<u>Revenue Streams</u> • Prepackaged Concession Sales • Parking fee for food trucks • Coffee & Alcohol sales • Branded Merch Sales • Entry Fee, \$10 to \$15 (event days 5% proceeds go to local shelters) • Membership Fee \$30 (monthly)	

Market Demand

- Targeted audience:
 - Millennials who are first time home buyers.
 - Millennials who live alone.
 - Millennials who are starting families.
- Minimal pet-friendly socialization lounges



Gen Z	14%
Millennial	32%
Gen X	24%
Baby Boomer	27%
Builder	3%

Location

4340 Canton Rd NE
Kennesaw, GA

1.38 acres on the northwest side of Kennesaw, GA. The location is surrounded by high end neighborhoods on either side.

Located on the "going home side"

Gateway location from Marietta to East Cobb

Metro Atlanta has been ranked #12 in most Pet-Friendly Cities.

Kennesaw, GA is a up and coming area with

- Population 32,669
- median age of 33 years old.
- Median household income of \$70,930
- 50% of population is married and 51% have families with kids under 18 years old.
- College town

This will give us opportunities to grow with the city.



Location

- .25 acre fenced in area
 - Cozy Indoor Café
 - Outdoor Bar
- Comfortable seating outdoor areas such as picnic tables, benches, lounge chairs
- Drinking stations for the dogs
 - Calming Cages
 - Movie set up
 - Huge parking area



4340 Canton Rd NE Kennesaw, GA

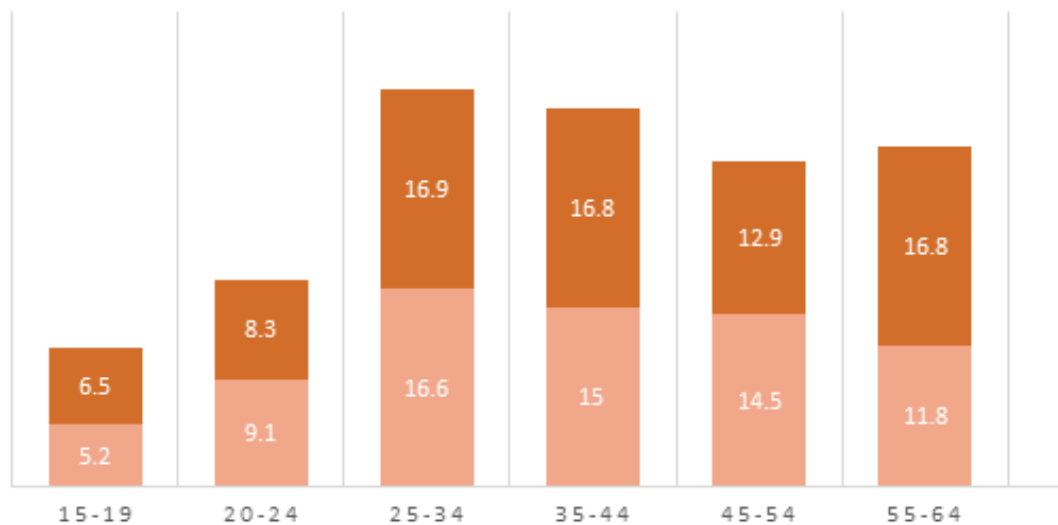


Location

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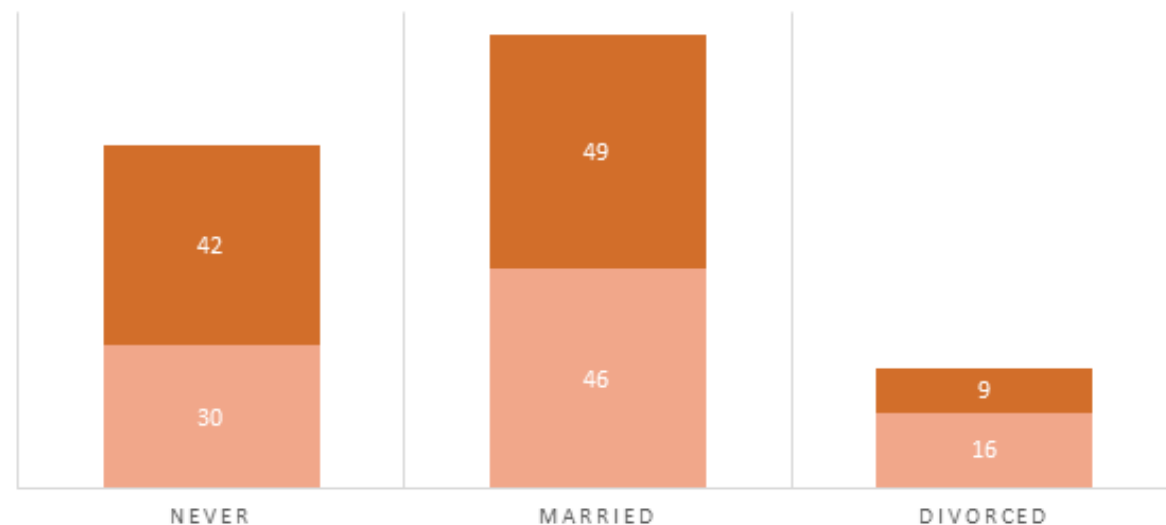
AGE BREAKDOWN

Female Male



MARITAL STATUS

Female Male



Financial Projections – Startup Costs

Land Expense 4340 Canton Rd NE, Kennesaw GA	\$595,000
Construction	200,000
Fencing	2,000
Landscaping	\$15,000
Furniture (Inside & Outside)	\$7,500
Security System	\$2,500
Bar Equipment	\$6,000
Trademark Fees	\$500

Coffee Equipment	\$2,000
Dog Kennels (5)	\$1,500
Merch (T- shirts, hats, dog collars, etc)	\$1,500
Prepackaged Concession Items	\$200
Movie Equipment	\$700
Business Licensing	\$2,500

Total Startup Cost

\$836,900

Monthly Operation Budget

Monthly Income	
Weekend Entry Fee (\$15 X 400 People)	\$6,000
Weekday Entry Fee (\$10 X 240 People)	\$2,400
Alcohol Sales (2 average spend per person @ \$20)	\$12,800
Coffee Sales (1 average spend per person @ \$6)	\$3,840
Merch Sales (\$20 X 260 People)	\$5,200
Prepackaged Concession Stand (\$20 X 160 People)	\$12,800
Parking Fee (Food Truck) (12 days X \$100 Per truck)	\$1,200
Total	\$44,240

Monthly Operating Expenses	
Mortgage Loan	\$ 6,583
Insurance	\$700
Bartender (X2 @ \$2.13/hr)	\$682
Helper (2 staff @ \$10/hr)	\$2,400
Utilities	\$400
Liquor License (\$11,000)	\$916
Liquor	\$1,500
Coffee	\$800
Movie Licensing (\$145 per movie)	\$580
Property Tax (\$4,124.81 annual)	\$344
Advertising	\$250
Total	\$15,155

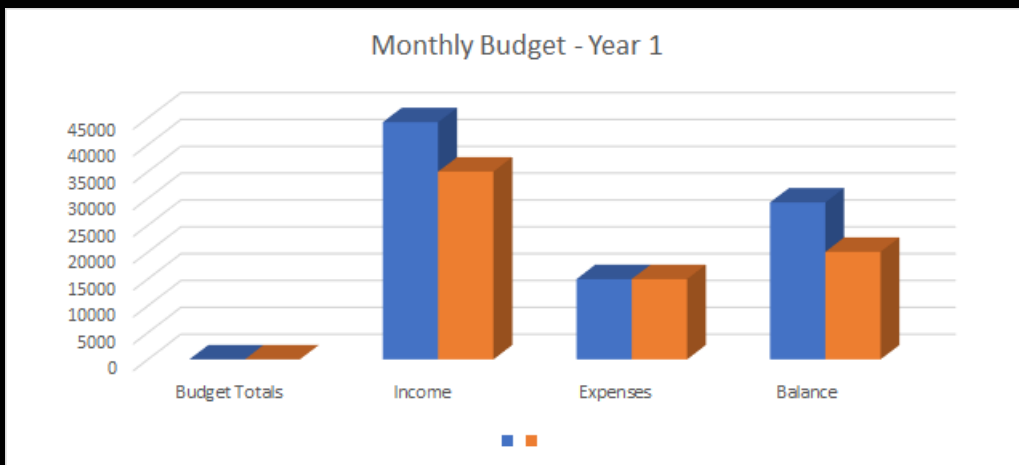
12 Month Projections

12 Month Income Statement			
Name Petflix & Chill			
Time Period June 2022- June 2023			
Financial Statements in U.S. Dollars			
Revenue			
Gross Sales		475200	
Less: Sales Returns and Allowances			
Net Sales			475200
Expenses			
Advertising		3000	
Insurance		8400	
Licenses and Fees		10000	
Office Expense		1800	
Rent		78966	
Supplies		18000	
Taxes		6000	
Telephone		1800	
Utilities		4800	
Wages		51840	
Total Expenses			184636
Net Operating Income		\$	290,564



Monthly Budget – Year 1

- High Season – April through September
- Low Season – October through March



MONTHLY BUDGET - Year 1

Budget Totals	High Season	Low Season
Income	44,200	35,000
Expenses	14,967	14,967
Balance	\$29,233	\$20,033

Break-Even Analysis

- Avg. Daily Sales Needed to Break-even is \$493.24 over a 30-day period
- Avg. Guests Needed Per Day is 33.

Fixed Costs

Loan Payments: \$6,583
Insurance Costs: \$700
Property Tax: \$4,125
Licenses and Permit: \$916
Utility Costs: \$400

Variable Costs as a % of Sales

Hourly Labor: 6.9%
Other Variable Costs: 6.5%

Sales Avg \$ Per Guest
\$15



Branded Merchandise



Meet the
team



Nichole Blair
Marketing



Shannon
Sales & Marketing



Anjelica
Operations



Marquesha
Audit & Accounting

The Reason

Parker, Milly
& Lilah



Princess Jasmine
& Daenaerys



Callie & Grey



Colt & Abby

