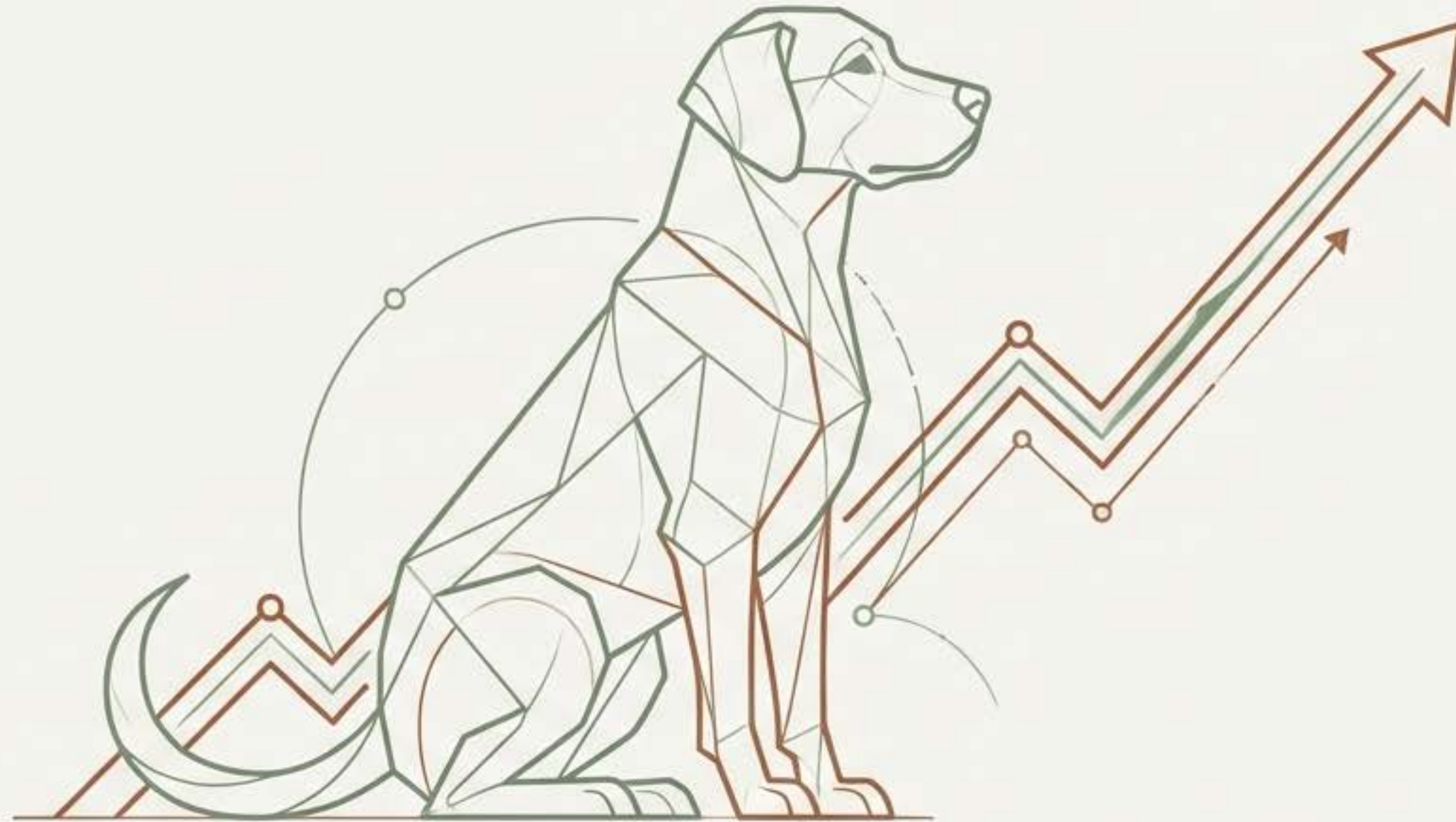


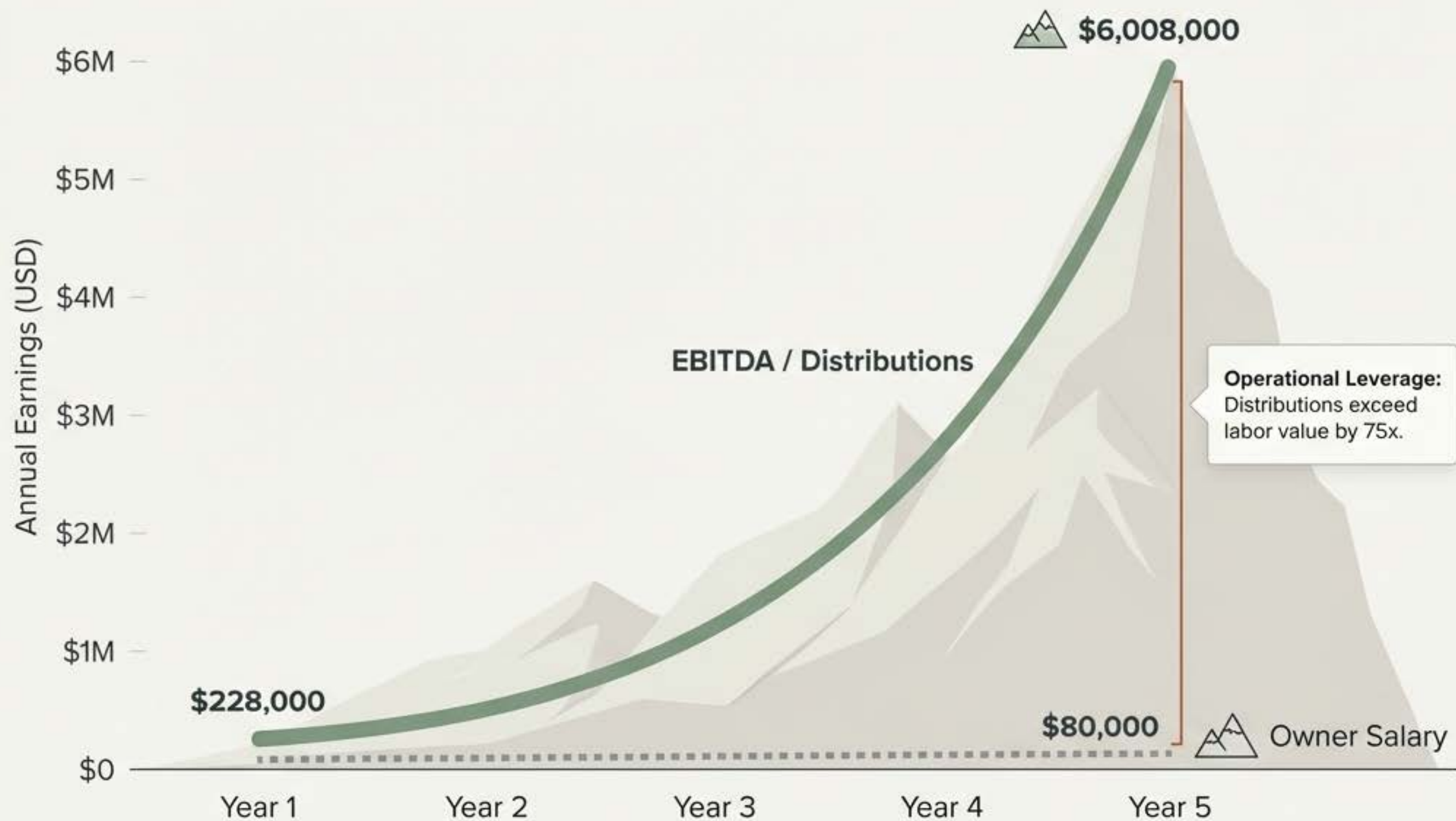
The Scalable Dog Daycare Model

From \$228k to \$6M EBITDA: A Strategic Blueprint for Capitalization and Exit.



Operational Leverage • Unit Economics • Capital Requirements

Wealth Creation Moves Beyond Salary



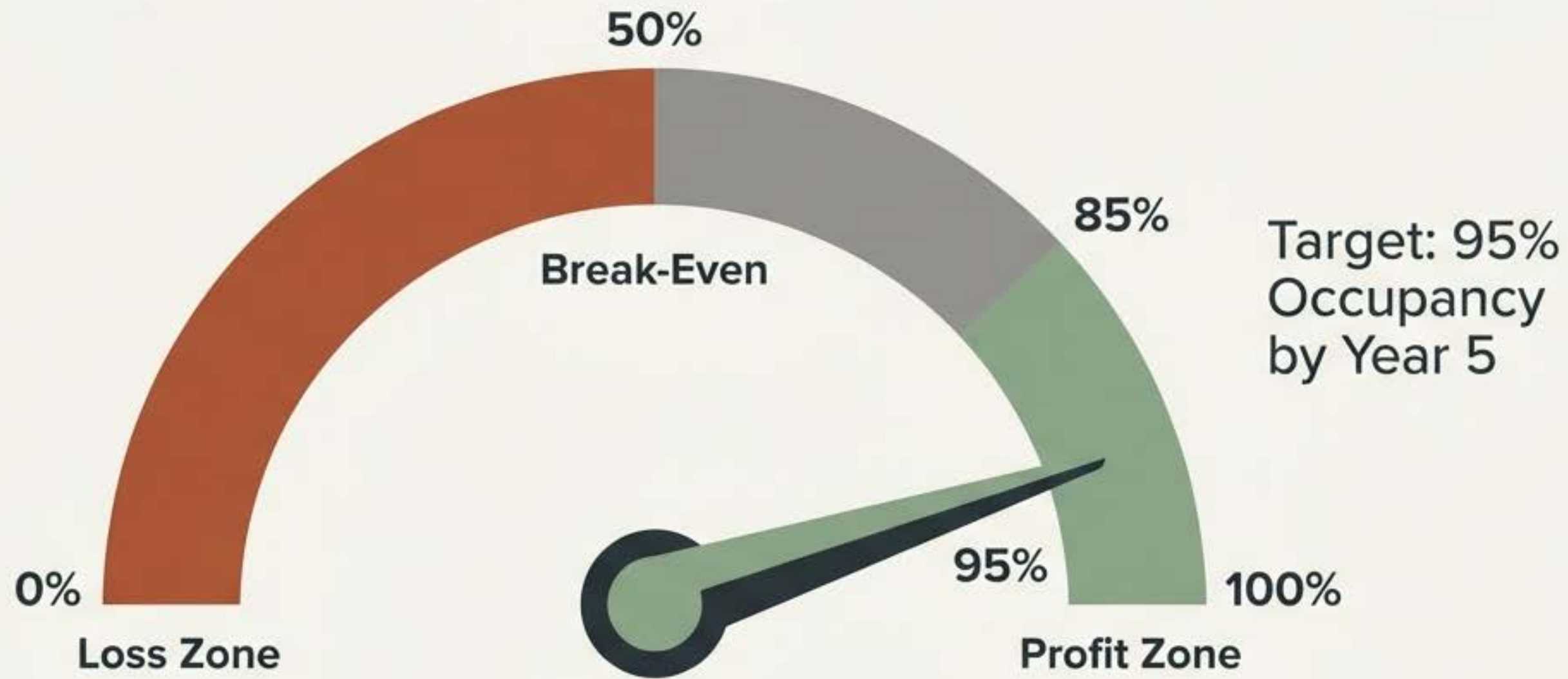
While the owner draws a fixed \$80k salary for personal needs, the asset value explodes. By Year 5, the business generates over \$6M in owners over \$6M in EBITDA, shifting the primary wealth driver from labor to asset ownership.

The Primary Revenue Lever: Customer Mix



Reality Check: You cannot cover \$10,650 in monthly fixed costs with flexi-passes.
You need the stability of the full-time working professional.

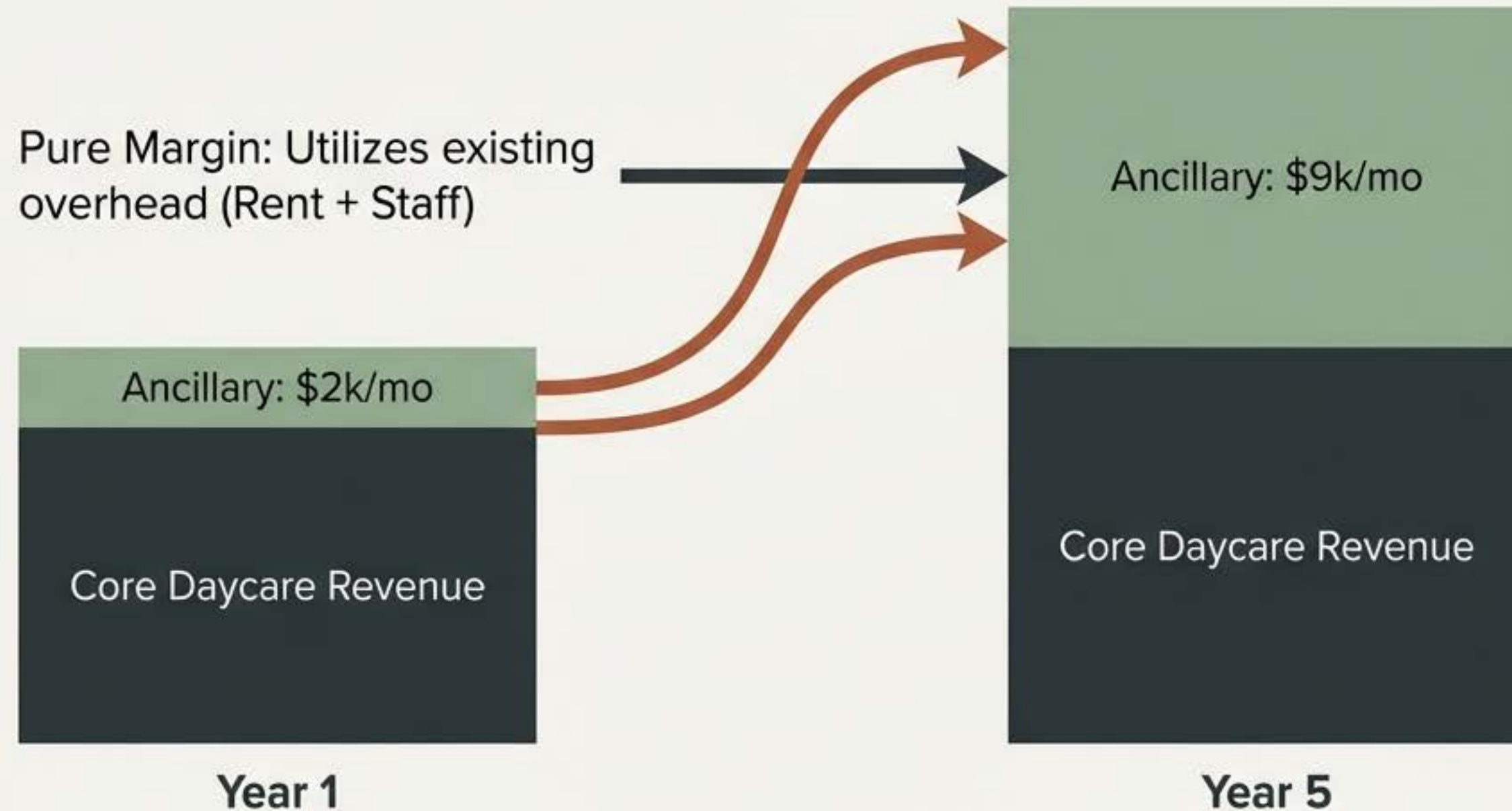
Utilization is the Multiplier



Total Spots Available vs. Daily Check-ins = Utilization %

Unused space is a liability. High fixed costs mean you pay for the for the facility whether it is full or empty. Maximizing utilization utilization spreads lease burden across more revenue units.

Ancillary Services Drive Margin Expansion



Once the rent is paid and staff are hired, services like Grooming and Training are almost entirely profit. Moving from \$2k to \$9k/month in ancillary revenue flows directly to the bottom line.

The \$10,650 Monthly Hurdle

This amount must be generated every single month just to unlock the doors. Before a single dollar of profit is made, the business must clear this fixed hurdle.

The Break-Even Line



**High fixed costs demand rapid scaling.
You cannot “slow grow” past this wall.**

High fixed costs mean the business must generate significant revenue just to cover expenses before before profitability is possible. Maximizing utilization of the facility and expanding ancillary are expanding ancillary for overcoming this high monthly overhead and achieving financial stability.

The Labor Trap: Efficiency vs. Premium Service



Strategy Checklist

1. Staff to demand peaks, not flat shifts.
2. Cut staff during low-attendance hours (e.g., 2 PM).
3. Monitor wage creep—efficiency is the primary defense.

Labor is the largest variable expense. The tension lies between maintaining a premium staff ratio and protecting margins.

Managing Variable Costs & Marketing

COGS



Treats • Cleaning Supplies • Consumables

Marketing Spend as % of Revenue



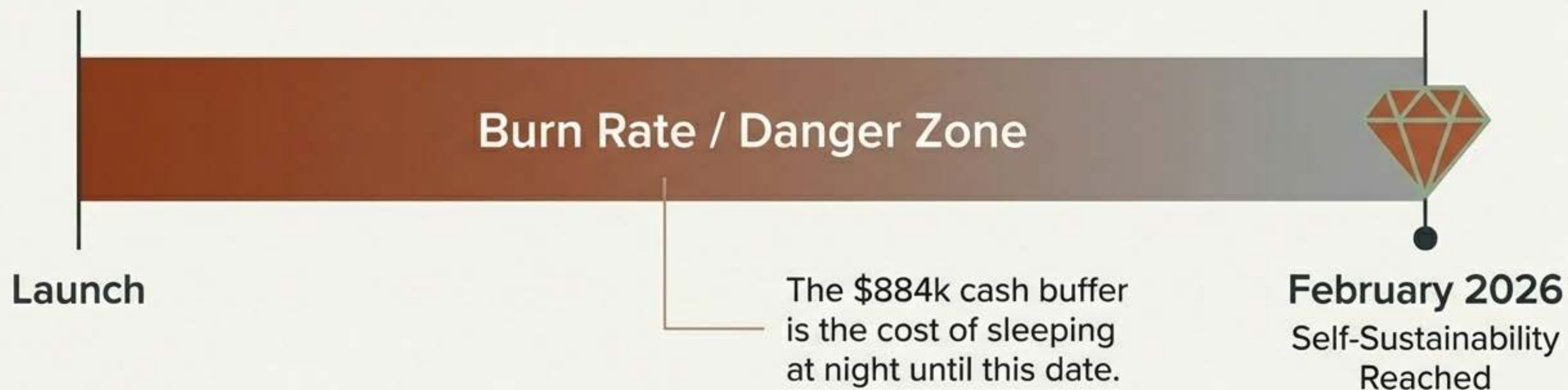
Broad advertising is strictly for launch. By Year 5, growth must come from retention, driving acquisition costs down by half.

The Capital Reality Check



Do not confuse setup costs with sustainability. You need nearly \$1M in liquidity to cover burn rates until the business reaches self-sustainability.

Timeline to Sustainability



Patience and discipline are required to bridge the gap between initial build-out and break-even cash flow.

The Strategic Blueprint



CAPITAL

Secure \$884k cash upfront.
Prioritize Runway over
Setup costs.



REVENUE

Sell \$850/mo memberships.
Target 70% mix for stability.



UTILIZATION

Maintain 95% Occupancy.
Spread the \$10k fixed cost.



EFFICIENCY

Keep Labor efficient.
Schedule for peaks,
monitor wage creep.

Adhering to these four pillars transforms a standard service business into a \$6M EBITDA asset.