



Tailwise is a marketplace connecting responsible dog owners with verified breeders. Having successfully validated our model, we are now seeking £500k+ in Seed funding to grow our offering and reach.

Tailwise was founded in early 2018 by Sam Worthy, sparked by a passion for animal welfare and good tech.

A values-driven business - Tailwise surpasses the current opaque "online classified" style of buying a dog by providing transparency throughout the purchase.

By connecting the new dog parent with their pet and having data-rich profiles on their lifestyle, their new dog and it's breeder, Tailwise has a unique opportunity to provide personalised services throughout the lifetime of the animal.

- ✓ Explosion in demand for dogs - lockdown resulted in huge growth in dog ownership
- ✓ 1,200+ dog breeder sign ups and 10,000 dog parent signups 2022 YtD - growing ~30% MoM
- ✓ BarkMark social media success - 85,000 voters
- ✓ 5-star Trustpilot rating - Excellent customer reviews from both marketplace sides
- ✓ Opaque and cash-based industry - ripe for disruption and digitising

### Opportunity

Existing dog purchase options are broken. Most new dog owners buy via classified website adverts where scams are common, there is no dog suitability information and little transparency on the breeder or the dog's health. The public are losing money, purchasing the wrong type of dog or being landed with huge vet bills and heartache. We believe it is time for change.

Based on market data the current addressable UK market is worth £2.2 bn (1.2m dog sales per annum,

average dog cost £1,873) with scope for expansion into auxiliary recurring revenue via insurance and food. We have also earmarked expansion opportunities in new geographies including Europe worth £13.5 billion.

Business Model	
<b>2021</b>	
Tailwise service fee	£95 (circa 5% of average dog cost £1,873)
Tailwise consultation fee	£40
<b>2022 /23</b>	
Dog food - recurring revenue	£5 per month
Insurance - recurring revenue	£4 per month
<b>2022 / 23</b>	
Breeder Health Tests	£10
Premium Breeder SaaS - recurring revenue	£15 per month

### The Team

Sam Worthy, Tailwise CEO and co-founder has worked across investment and sales at B2C startups Homehero and Aframe (backed by Concentric and Octopus Capital).

Matt Leaver Head of Growth and co-founder, led EU growth at dog sitting marketplaces Rover and previously Dog Buddy (backed by Madrona Ventures and Omers Ventures). The other six members of the team have top tier experience in their fields.

Investors include Mars Petcare / Digitalis Ventures (Companion Fund), Edition Capital, and angels Jenny Campbell of Dragons Den (Kennel Club board) and Douglas Hutchison who has multiple pet / vet tech exits. EIS applicable.

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