



SCOUT & ZOE'S

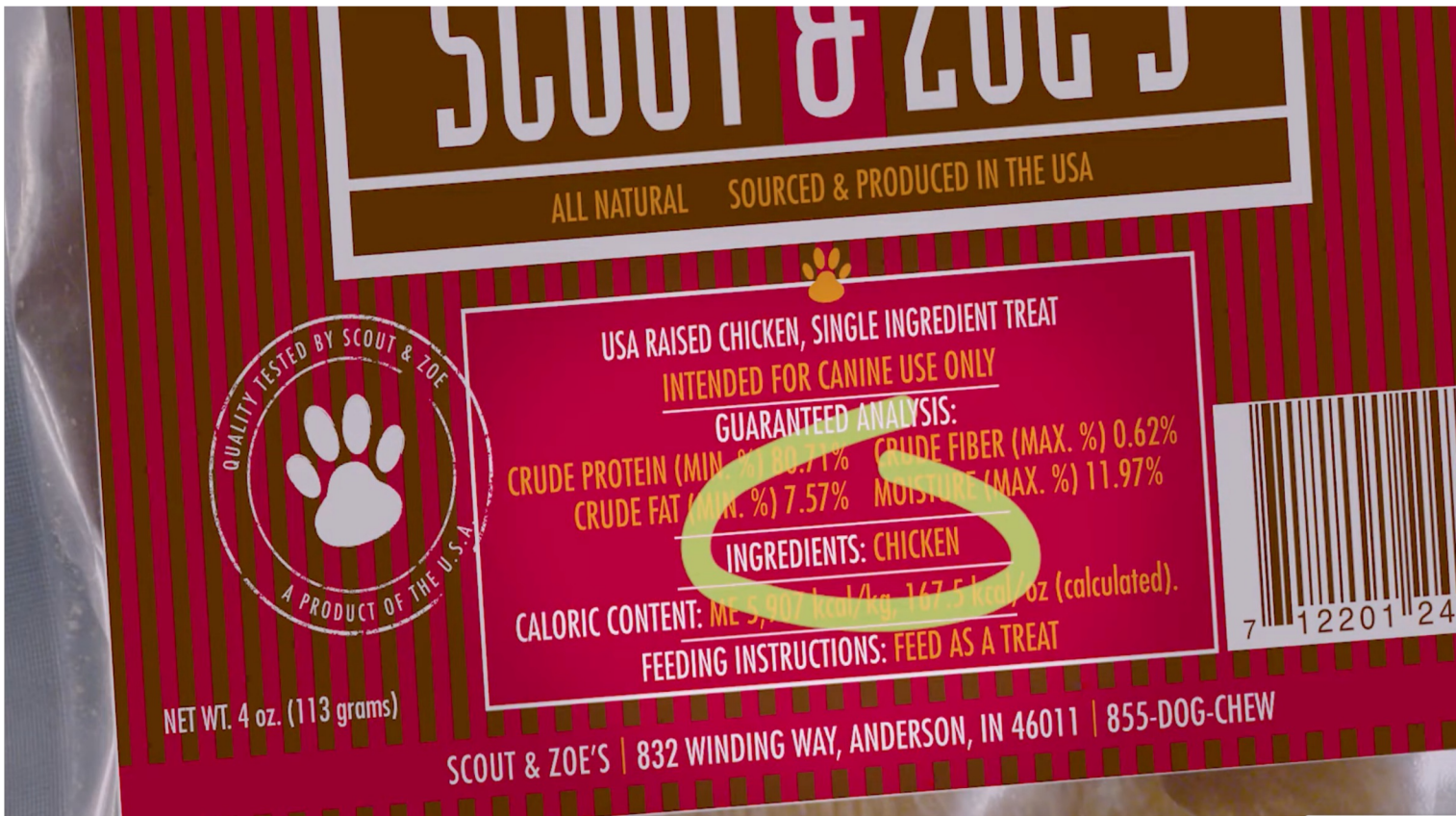
Scout & Zoe's

The Challenge

The most popular food and treats are filled with sub-standard ingredients and non-nutritious fillers.



The Solution



Nutritious
treats crafted
with single or
limited human-
grade
ingredients
sourced in the
USA



Competition

Fromm Family-owned, kibble & treats

Carna4 Sprouted seed kibble & treats

Ziwi Peak Air dried kibble & treats



The Scout & Zoe's Difference

- Treats made with human-grade, USA sourced raw ingredients
- Produced in USDA inspected, human-grade facilities
- Single or limited ingredients with easily understood ingredients
- Novel, sustainable proteins
- Treats are so safe, I eat our treats!



First to Market





Market

- **TAM** \$24 Billion
- **SAM** \$22.35 Billion
- **SOM** \$223.5 Million

*Assumption is one \$15 product purchase

How we make money

- * Wholesale accounts (retail dog stores)
- * Direct to consumer, our website
- * Private Label



What does it cost to produce

Product production
costs range from \$0.83
to \$12



Projections

	2022 Actual/Projection	2023	2024
Sales	\$ 348,818.15	\$ 550,000.00	\$ 654,034.03
COGS	\$ 208,194.98	\$ 302,505.52	\$ 351,846.33
Gross Profit	\$ 140,623.16	\$ 247,494.48	\$ 302,187.69
Total Expense	\$ 194,736.65	\$ 198,631.38	\$ 202,604.01
Net Income	\$ (54,113.48)*	\$ 48,863.10	\$ 99,583.69

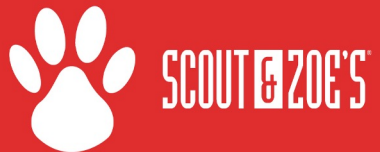
* Supply Chain Shortages



64%

increase over
YTD 2020

\$474,000



Scout & Zoe's Team

Cindy Dunston Quirk: Founder and Chief Dog Lover

Staff of 4 independent contractors working as warehouse personnel

Strategic partners: Bottom Line Advisors
CPA/Bookkeeper, Barnes & Thornburg Attorneys



Exit Targets

- *Fromm

- *Carna4

- *Antelope Investors

- *Possible other companies who have not yet appeared on my radar



Scout & Zoe's is seeking.....

*Introductions to individuals interested in the explosive growth of the pet industry

*Introductions to individuals who have connections to multi-location, independently owned pet stores



Thank you!





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