

MUTT HAVEN

DOG SOCIAL CLUB

Where Dogs Play, And People Sit, Sip & Stay!

www.MUTTHAVEN.com

Urban dog owners lack:

- Safe, indoor play environments
- Social spaces that include dogs
- Weather-proof options year-round



Result: unmet demand for high-quality dog-friendly experiences

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THE SOLUTION

**A premium indoor dog park &
social club combining:**

- Off-leash play areas
- Café/bar experience
- Grooming + pet services
- Community-driven events



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THE EXPERIENCE

At MUTT HAVEN:

1. Dogs play freely in a supervised indoor space
2. Owners relax in a lounge-style bar/café
3. Full glass walls allow constant visibility

This creates a high-dwell, high-spend environment



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MARKET OPPORTUNITY

- 600,000+ dogs in NYC
- \$100B+ U.S. pet industry
- Rapid growth in experience-based spending



The Bronx is underserved and rapidly developing

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BUSINESS MODEL

Revenue streams:

- **Memberships (recurring)**
- **Day passes**
- **Food & beverage (high margin)**
- **Grooming services**
- **Retail**
- **Events & classes**



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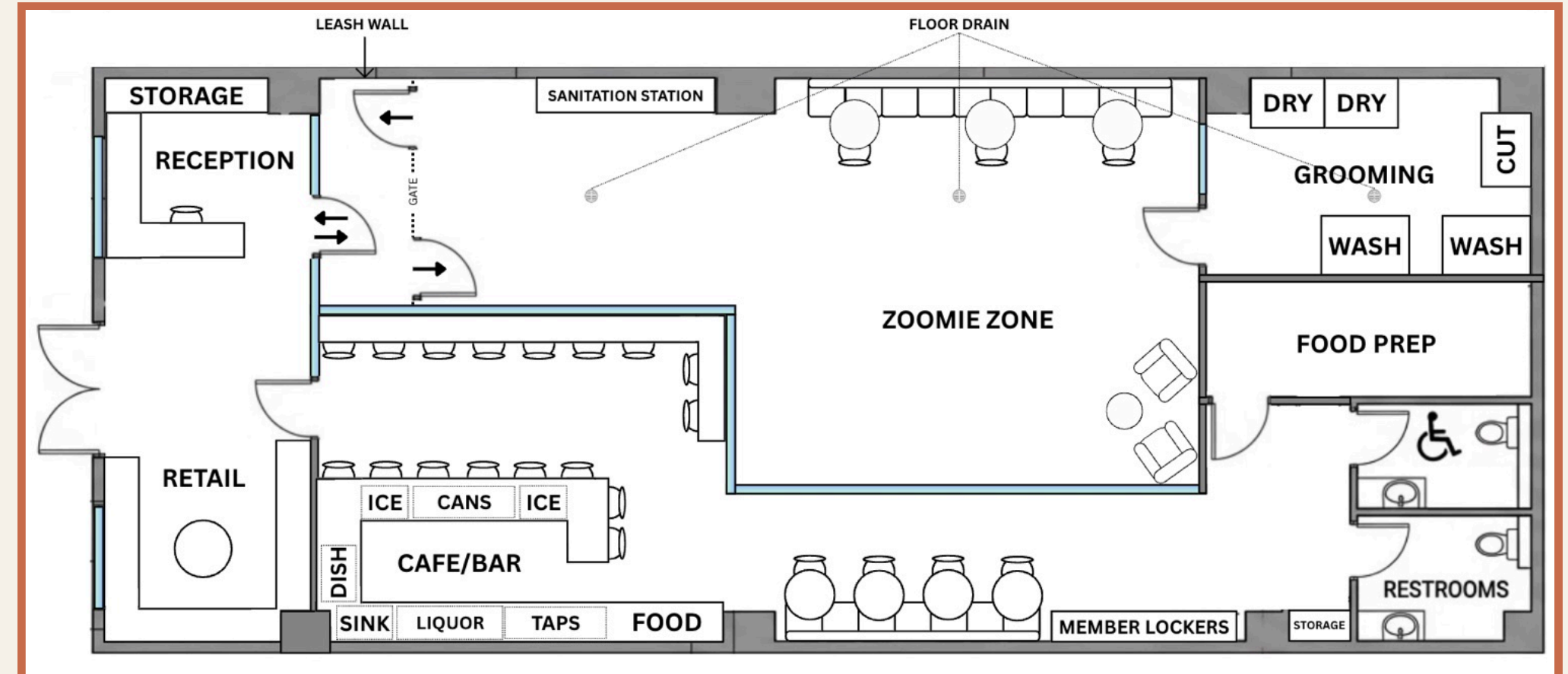
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Includes:

- “Zoomie Zone” indoor dog park
- Glass-separated lounge + bar
- Grooming
- Retail + Member Lockers

THE SPACE

1,700+ SF flagship location
CONCEPT FLOOR PLAN



Must Include barrier between Dog & F&B area to meet DOH standards

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FINANCIAL OVERVIEW

Projected:

- \$1.3M+ annual revenue
- \$300K–\$390K EBITDA potential
- Strong recurring membership base

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GROWTH STRATEGY

- Phase 1: Mott Haven (flagship)
- Phase 2:
- "Bark Slope" – Park Slope
- "Astoria Barks" – Astoria
- "Manhattan Mutts" – Manhattan



Goal: scalable multi-location brand across NYC

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INVESTMENT

Raising: \$550,000

Use of funds:

- Buildout
- Lease + permits
- Launch + staffing

Offering:

- 10% equity
- Preferred return

Seeking strategic partners in hospitality,
real estate, & consumer brands



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