



# THE RAPUPS

DOG WALKING SERVICE WITH A PURPOSE





New York City is home to  
**998,000** residents  
over 65 years old.

**27%** of elderly New Yorkers  
live in walk-up apartments  
above the first floor.





The elderly are particularly vulnerable to social **isolation** and **loneliness** owing to loss of friends, family, income, and mobility.





## **Therapy dogs:**

**decrease feelings of isolation**

**lower blood pressure**

**improve cardiovascular health**

**diminish physical pain**

**reduce the need for medication**

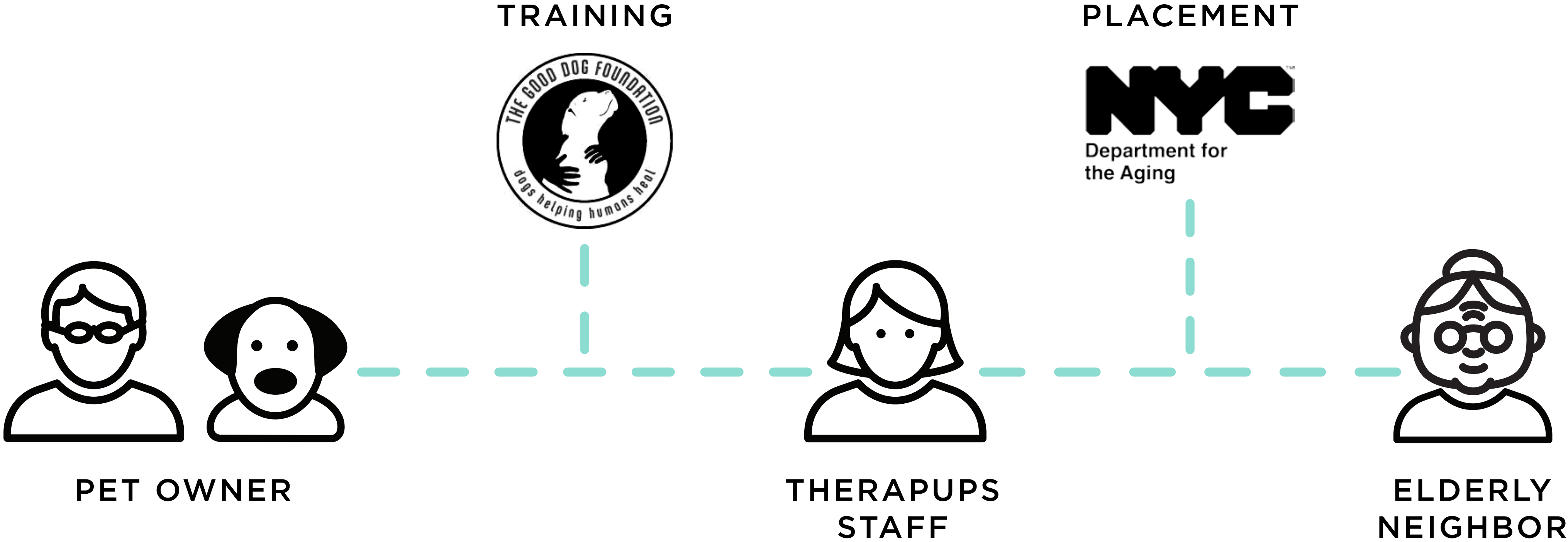
**provide comfort**



# THE RAPUPS

**is a dog-walking service in New York City with an integrated pet therapy program that serves elderly New Yorkers. In addition to providing regular walks to pets, Therapups' certified staff will bring each dog on a weekly pet therapy visit with an elderly resident of the neighborhood.**

# How it Works





**Through a partnership with  
The Good Dog Foundation,  
Therapups will certify  
employees and participating  
dogs for pet therapy.**

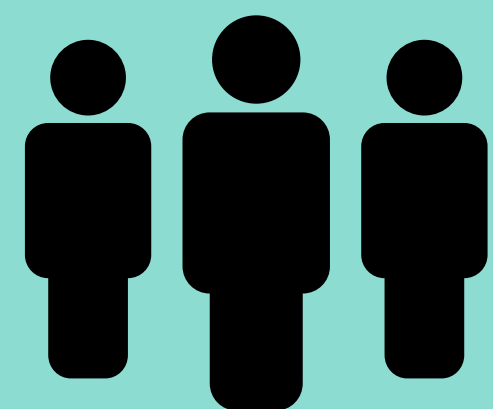




**Therapups will partner with the NYC Department for the Aging to refer elderly residents who would benefit most from therapy dog visits, which will be free of charge.**







**Therapups dog walkers will be paid \$18/hour, more than the industry average. Bilingual employees will serve the 46% of the NYC elderly population that are immigrants.**

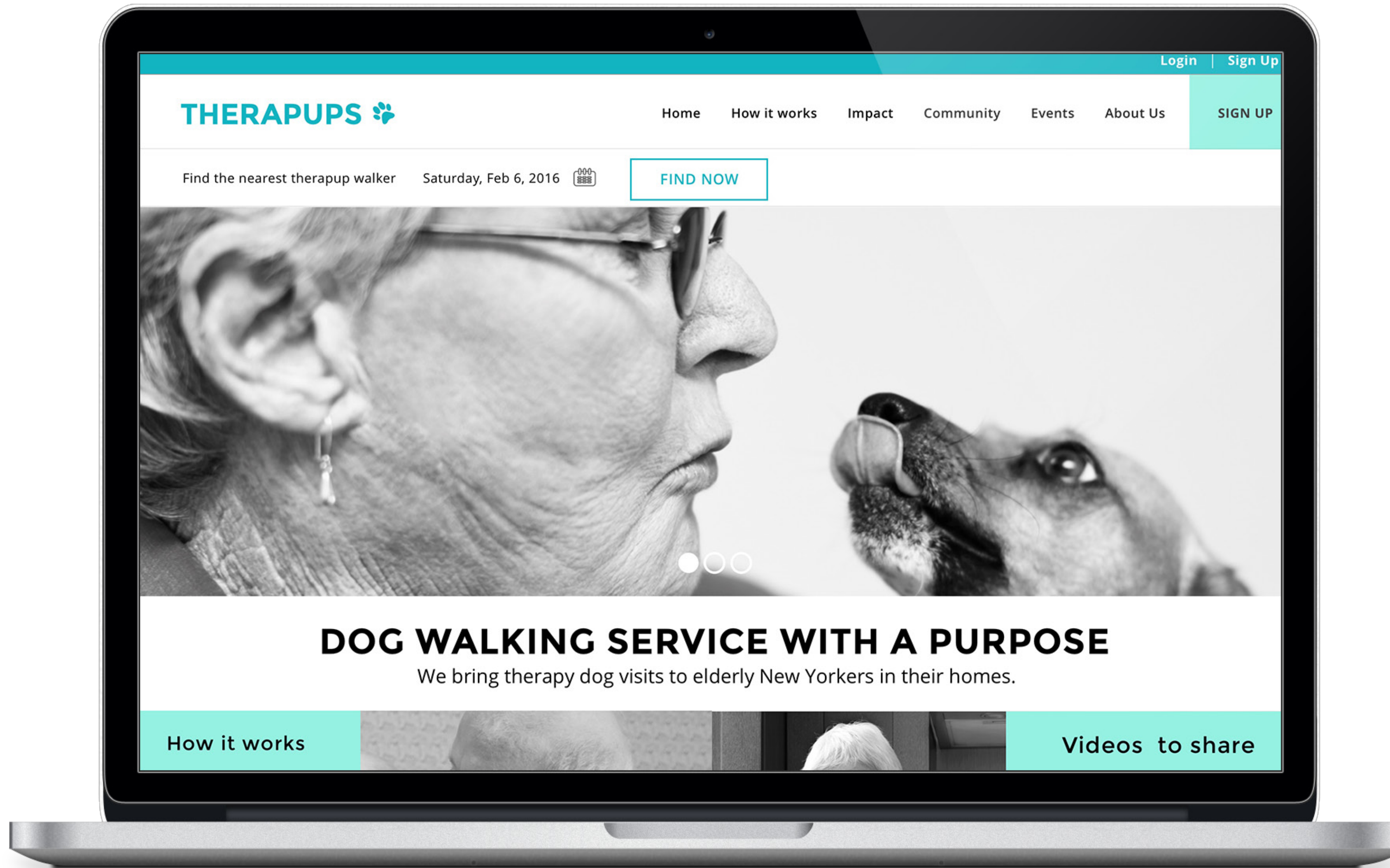


Therapups marketing will be targeted toward Millennial pet owners.

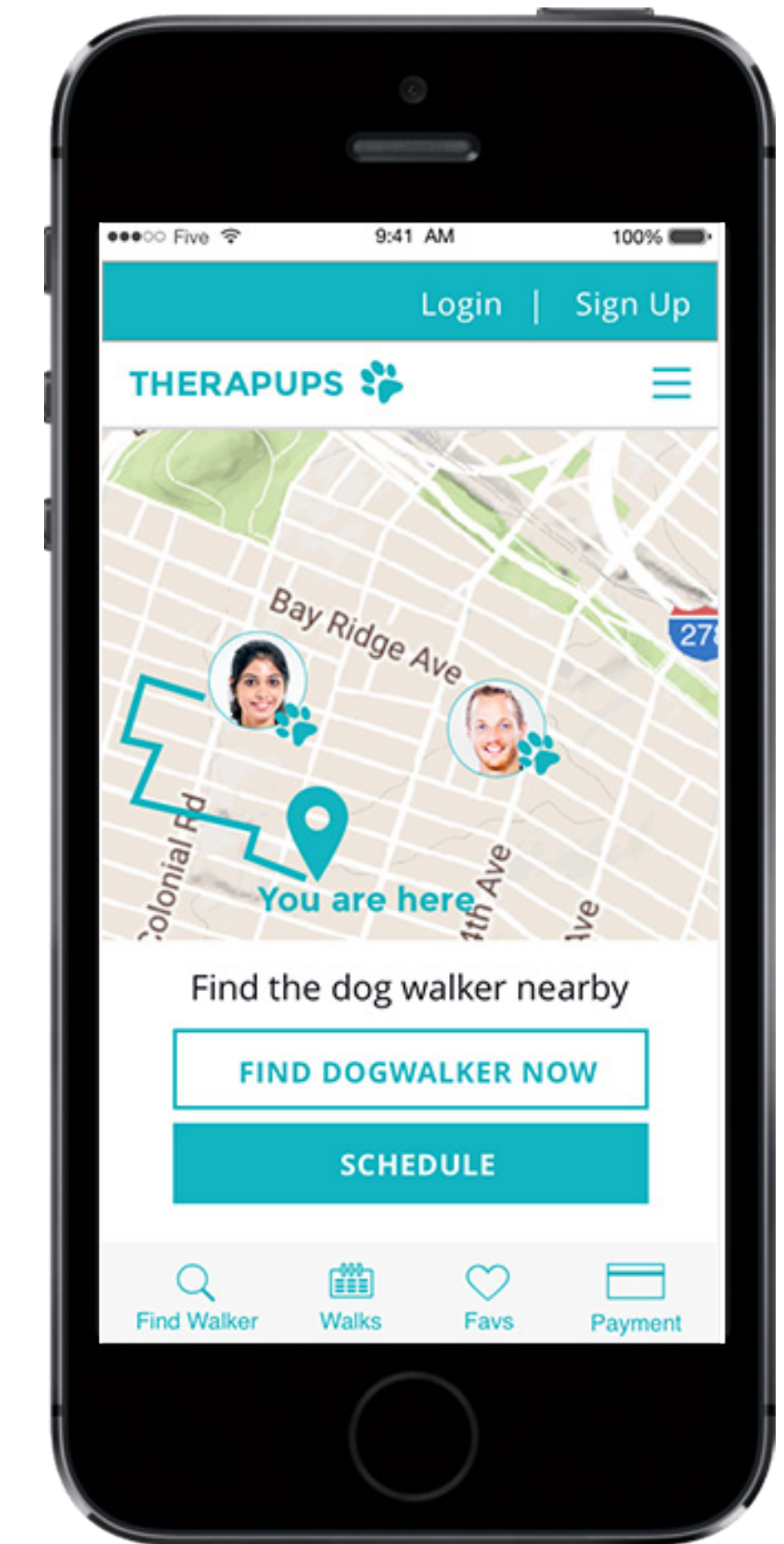
**75%** of NYC Millennials give to charities, and **43%** do volunteer work.

**76%** of Millennials are more likely to spend money on their pet than on themselves.



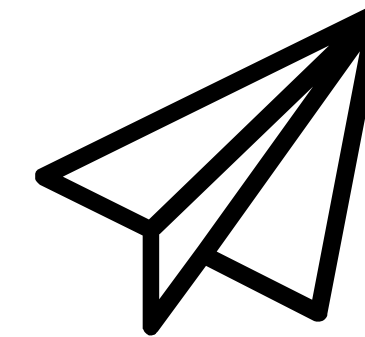
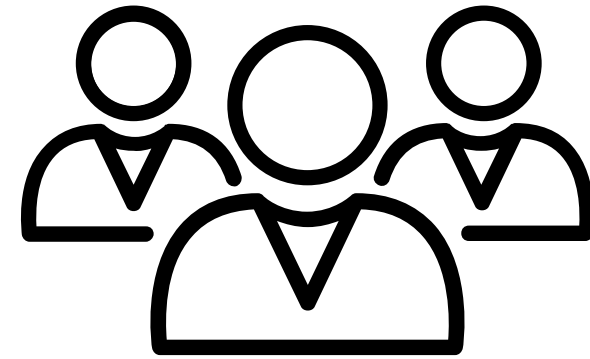
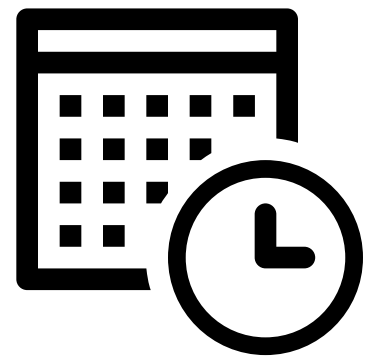


WEBSITE



MOBILE APP

# Implementation Plan



## PHASE 1

**Register Business**  
**Establish Partnerships**  
**Secure Funding**

## PHASE 2

**Hire & Train**  
**Marketing**  
**Outreach**

## PHASE 3

**Launch Pilot Program**

# Implementation Plan

## Startup Costs

<b>\$200</b>	Registration
<b>\$13,000</b>	Website & App
<b>\$5,000</b>	Advertising
<b>\$300</b>	Certification

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**\$18,500**

## Operating Costs (YR 1)

<b>\$700</b>	Insurance & Bonding
<b>\$100</b>	Web Hosting
<b>\$2,400</b>	Training for Dogs
<b>\$67,392</b>	Salaries

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**\$73,400**

## Anticipated Revenue (YR 1)

**\$113,580**

# THERPUPS

**hopes to create a viable for-profit business that  
uses sustainable nonprofit partnerships to  
provide a service that improves quality of life  
for the elderly in New York City.**

