

The Dog Wizard Round Rock



The Problem

Many dog owners are frustrated with one-size-fits-all training, limited to no support and an over-reliance on positive reinforcement techniques. They want real results - and lasting support.



The Solution

The Dog Wizard provides:

- Custom, results-driven training programs
- In-home private training and board & train programs
- Lifetime support for every client
- Nationwide network of trainers

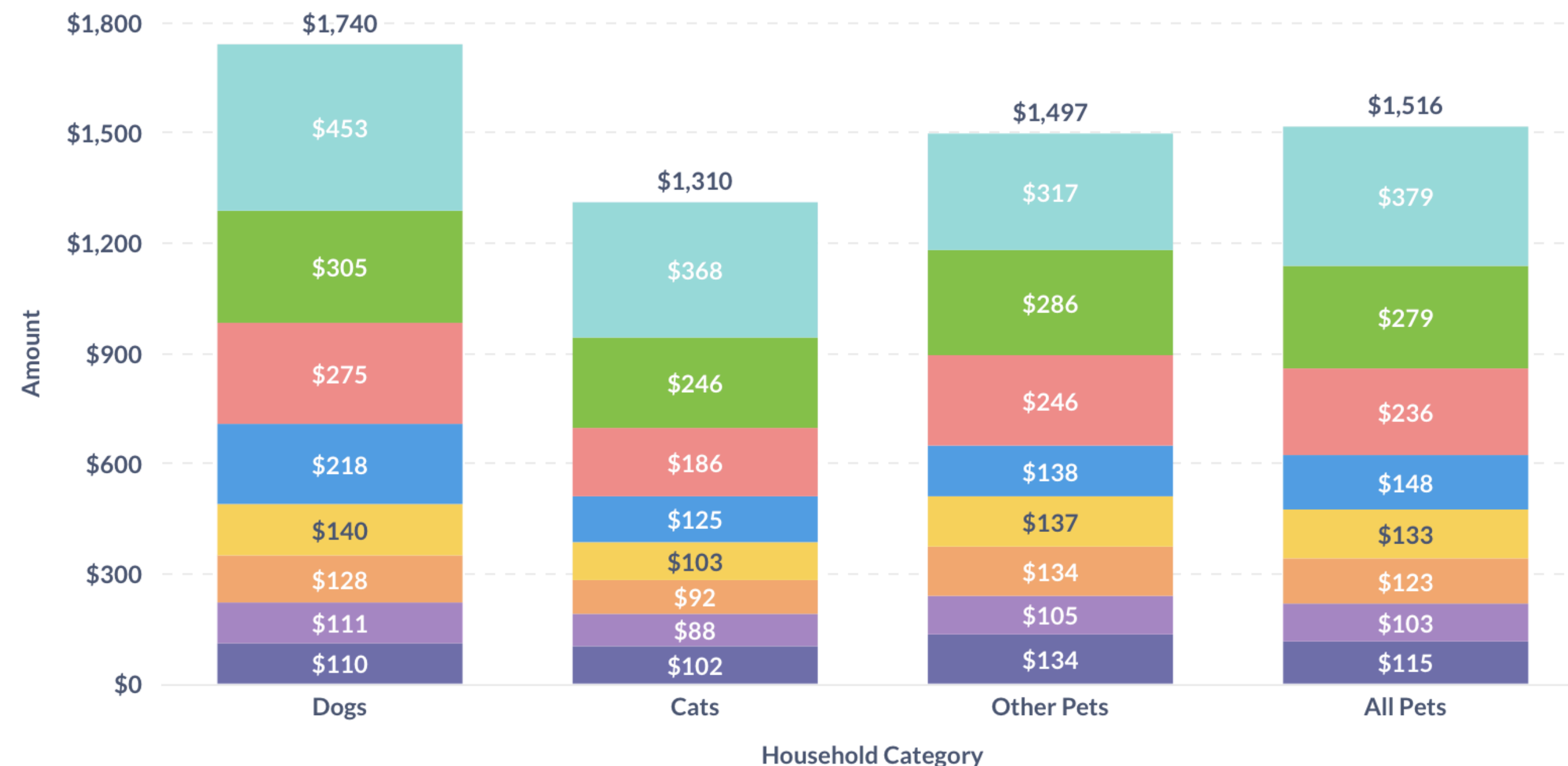


Why Now?

- Dog ownership has surged post -pandemic
- In 2024 owners spend an average of \$1740
- The Austin suburbs are booming with major employers such as Charles Schwab, Apple and IBM

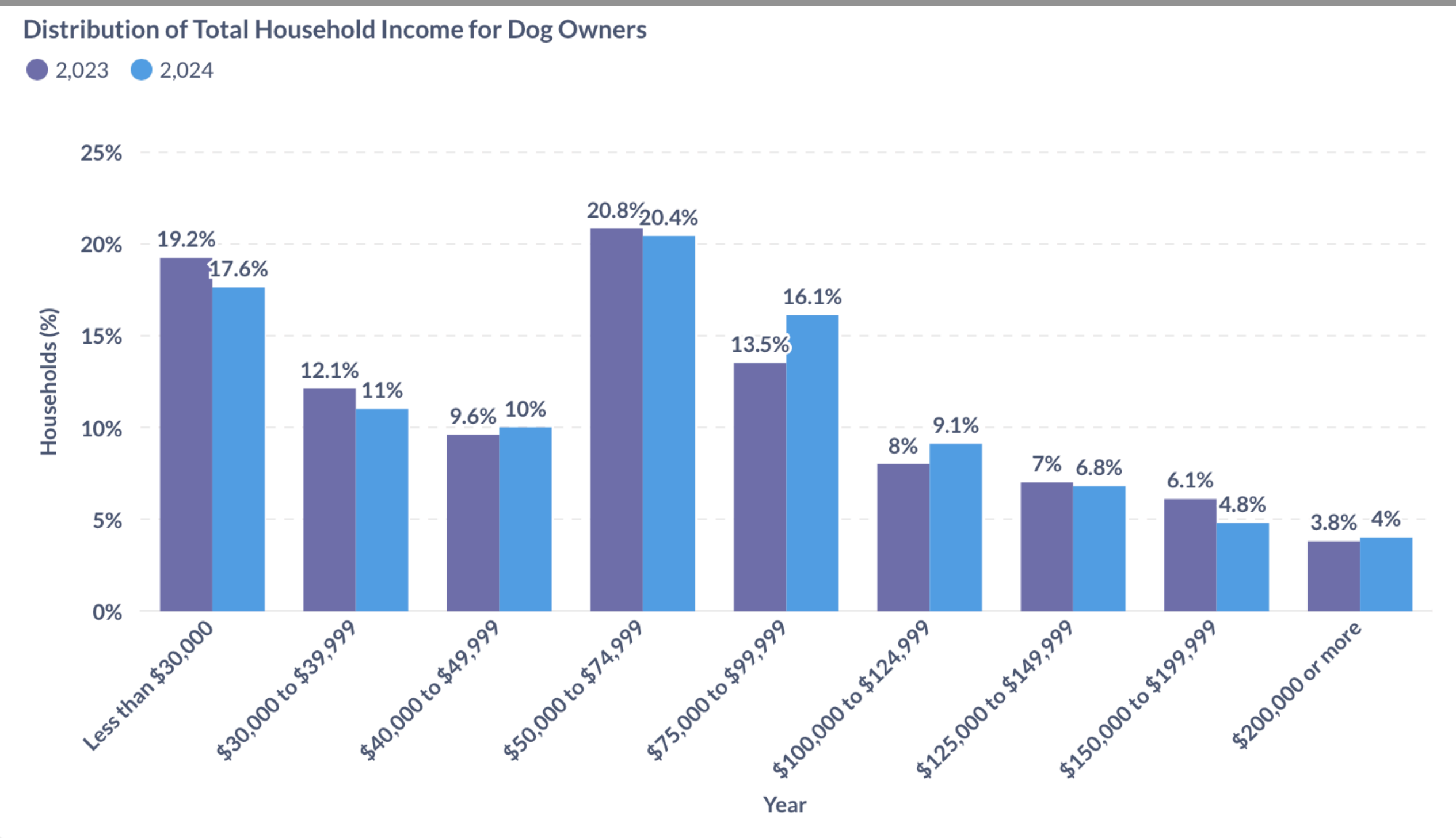
Average Spendings on Pets (2024)

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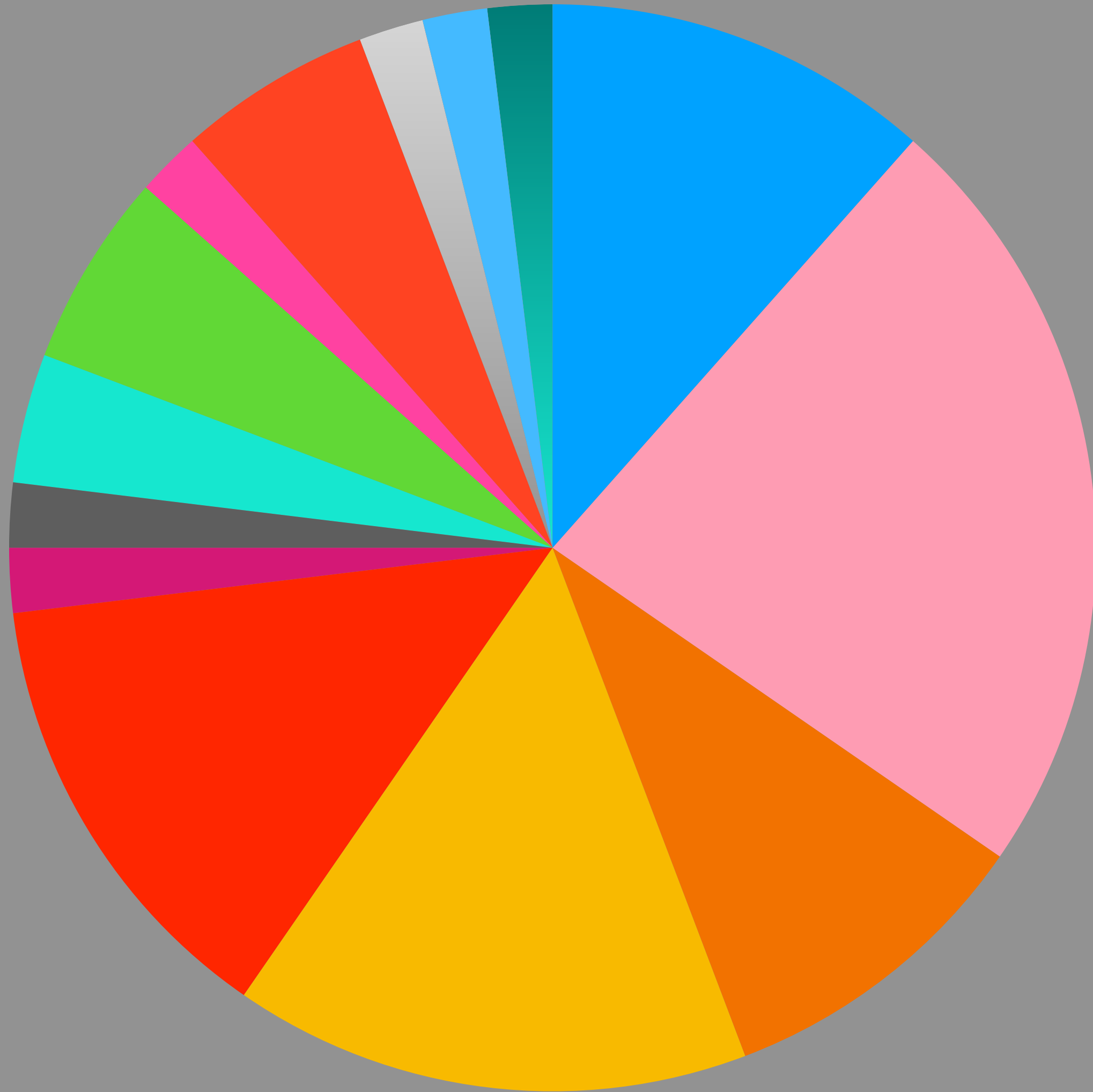
Market Opportunities

- We primarily serve Round Rock, TX but have seen increased interest from neighboring cities such as Georgetown, Leander, Cedar Park and Pflugerville
- High income, dog loving households



Business Model

- Direct-to-consumer
- Revenue from training packages
- Average customer spends \$1100 - \$4000 depending on program length and type
- Board and Train programs offer the most lucrative revenue streams



Traction so far

- Launched fall of 2024
- Over \$40,000 in revenue year-to-date
- Building a strong network and reputation
- Active social media presence
- Trainers receive opportunities to enhance their skills



Client Testimonials

“Michael was easy to talk with, he listened to our needs and planned our training sessions accordingly. He understood our need to learn and be on the same track to accomplish a change in our puppy’s behaviors. We take him everywhere and it was important for him to have good manners as well as being social. We felt like we could talk to Michael about everything. We are very proud of Oreos accomplishments and know it was Michael that helped us get to that point. And am excited to take advantage of the support offered by the dog wizard as we travel around the country in our RV.”

- Marsha Bertholf

“Rebekah worked with my dog, mocha & she did amazing !! As a dog mom I was very anxious to send him to training but she made sure to send me pictures & videos & update me consistently. After the training, I saw a world of difference. Mocha was much calmer & we had much clearer communication. The support groups every Saturday are awesome as well it gives me a lot of comfort knowing I always have their support even after his training.”

- Millie King

“What a great experience working with the Dog Wizard organization! Our trainer Michael was knowledgeable, curious, and tailored my dog, Pepper’s, training specifically to her needs and our situation. I’ve seen so much progress and was amazed at all the focus and followup and I highly recommend these guys!!”

- Brandon Johnson



Team

- 2 Certified dog trainers. Candidates must pass a rigorous online and in person training program
- 1 administrator with a training background
- The Dog Wizard corporate team consists of the Academy staff, a network of owners with diverse backgrounds and business experience

