



# THE FUTURE OF DOG FRIENDLY IS HERE

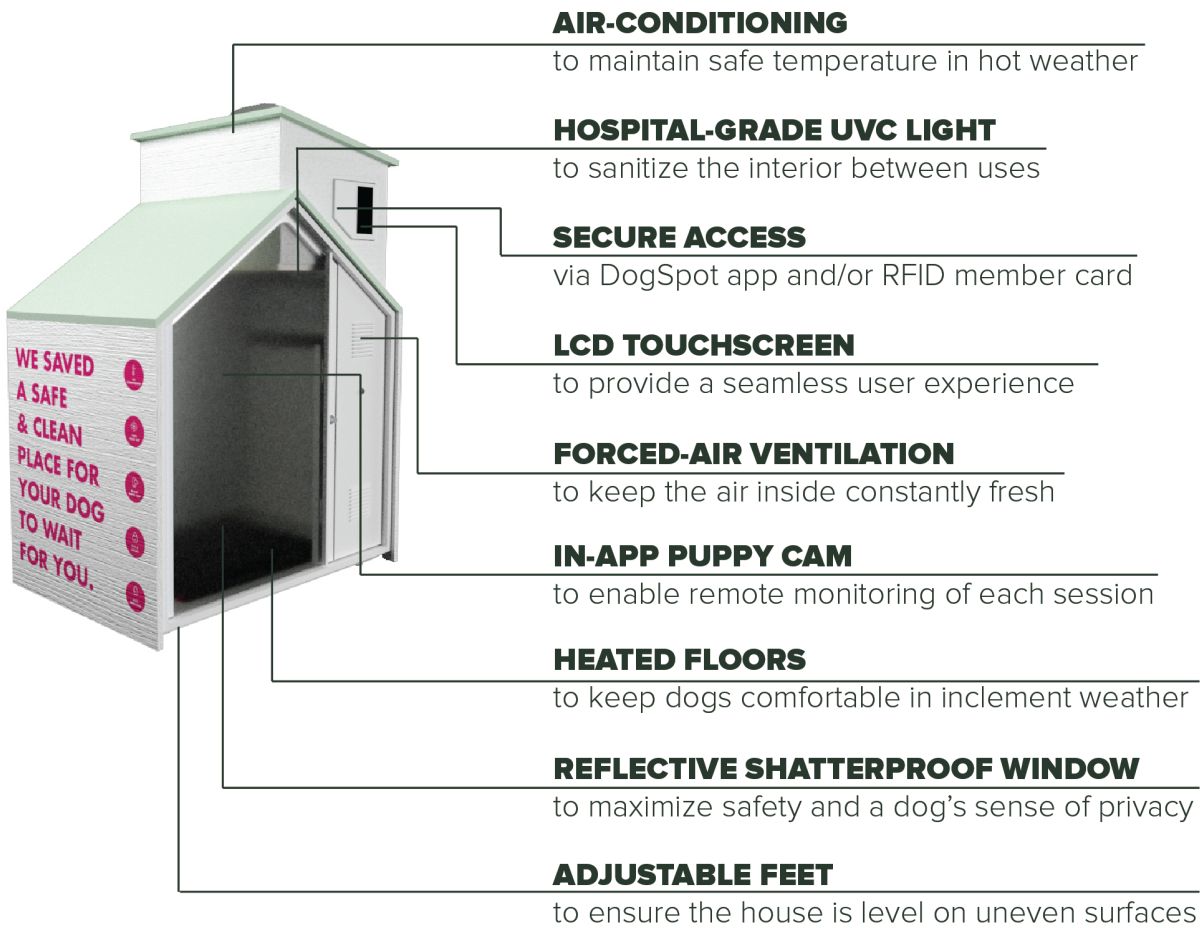
PRESS KIT SPRING 2019

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## HOW IT WORKS

Get started by downloading the DogSpot app (available in the App Store and in Google Play). The app features an interactive map of DogSpot locations as they pop up, and other cool features like advance reservations, real-time temperature gauges, and a live-stream Puppy Cam of your dog during their session.

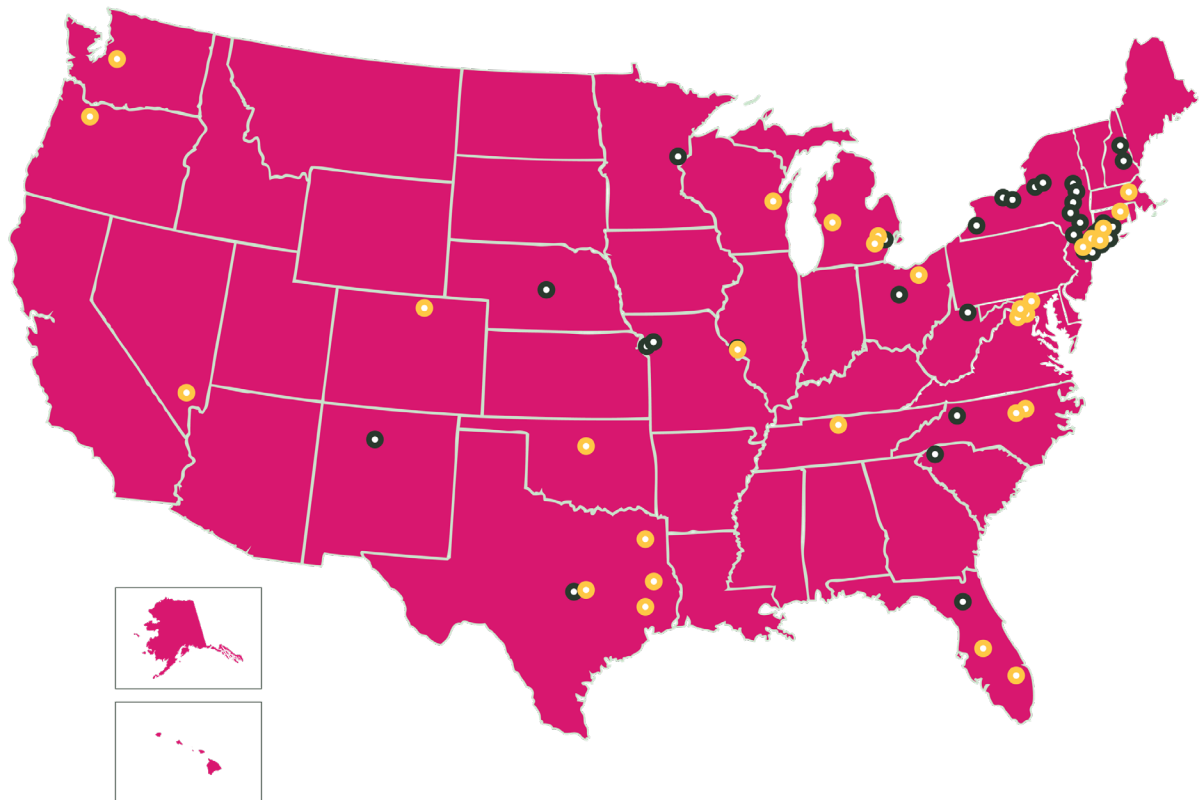
DogSpots were designed with the dog's experience in mind and are intended for short trips. DogSpot sessions cost 30¢ per minute, although due to the generous sponsorship of certain location partners and brands, some houses are available for free. The session max is 90 minutes, but our average session is 15-30 minutes.



# NEXT TIME, BRING YOUR DOG.

DogSpots are an innovative pet amenity, a first-of-its-kind technology solving a problem that affects cities, business owners, dog owners, and dogs alike. DogSpots are high-tech dog houses placed outside of locations that don't allow dogs inside. Each DogSpot offers the convenience of a leash hook without danger or discomfort, the containment of a car without health risks, and the freedom to bring dogs along despite health code regulations, and the peace of mind of leaving dogs home without neglecting a dog's global needs.

We work closely with businesses and cities that understand the value of dog-friendliness for the economy and for community. As of January 2019, DogSpot is operating 60 houses in 26 cities across the U.S. By the end of 2019, we will have launched an additional 300 new locations in many more walkable cities. We're committed to making the world a better place to have a dog and be a dog.



## #DOGFRIENDLYNATION

## ABOUT THE FOUNDERS



**CHELSEA BROWNRIDGE** is DogSpot's Chief Executive Officer and Chairman of the Board.

Born and raised in Charlotte, NC, Chelsea attended UNC at Chapel Hill, where she earned a BA in Economics and co-founded the Carolina Microfinance Initiative. In 2011, she relocated to New York City where she earned her Masters of Public Administration from NYU. Prior to founding DogSpot, she worked in operations and project management at Ashoka and SYPartners, whose missions orient around social impact, innovation and entrepreneurship. Then, in partnership with The Huffington Post, Chelsea co-founded Ignite Good, a nonprofit focused on grassroots movement-building.

While attending graduate school and working at Ignite Good, Chelsea rescued her terrier-mix Winston. With Winston as their inspiration, Chelsea and her partner Todd Schechter dreamed up DogSpot together in 2015. They won financial support from several pitch competitions, including the Brooklyn Public Library PowerUp! Business Plan Competition, the Frontier Tech Startup Showdown, and the National Hardware Cup. They also received support from the NYCEDC Futureworks program and the Urban Tech Hub program at New Lab.

Chelsea currently lives in Brooklyn, NY with her partner, Todd, and her muse, Winston. She is an advocate for rescuing dogs, a secret fan of country music, and a frequent visitor to Prospect Park with her family.

**TODD SCHECHTER** is DogSpot's Chief Operating Officer and a member of the Board.

A born-and-bred New Yorker, Todd grew up on the Upper East Side and attended Horace Mann through high school. He has two BS degrees from the University of Wisconsin - one in Communication Arts with a focus on Radio, TV & Film and the other in Theater & Drama.

Returning to NYC in 2003, Todd worked as a television documentary producer on independent projects exploring diversity, reconciliation, and global issues. His interest in culture and social change led him to NYU Wagner earning a Masters in Public Administration. Todd's career ventured more and more into the nonprofit world, leading to projects with Criterion Ventures, New American Tavern, PurposeFuel, including when his path crossed with Chelsea Brownridge at Ignite Good...

In addition to his work at DogSpot, Todd enjoys spending quality time with friends, taking long walks around the city with his dog Pepita, and hanging with his nephew Max.



**ALEX TOSTI** is DogSpot's Chief Design Officer.

Originally from Seattle, WA, Alex first left home to earn a BA in Philosophy from Santa Clara University. Post-college, she traveled and volunteered throughout Ireland, Tanzania, South Africa, and Zimbabwe. Once back in Seattle, she started a photography and branding consulting firm that she ran for 5 years, focusing the last couple of years on providing design work to international non-profit Construction for Change.

In 2012, Alex moved to NYC where she attended the Parsons School of Design and earned an MFA in Design & Technology. Post-graduation, she continued as an adjunct faculty member at Parsons while co-founding Blink Blink, a tech company focused on getting more girls interested in engineering. Alex is passionate about the intersections of philosophy and technology, especially how people interact with technology, and finds herself drawn to companies where she can bring her creative problem solving skills and Design Thinking approach to complicated user experiences.

Outside of work, Alex enjoys painting, cooking, and biking around Brooklyn.

## DOGSPOT MEMBERS

I never thought I'd be the person to use something like this, but I was in a bind and needed to run into the grocery store. I quickly made an account with DogSpot, put Lucy in, and watched her on the webcam while I quickly grabbed a few things from inside. She was calm and collected (a lot to say for her when she's in a new place) and I'm really impressed by how well it all worked!

*-Sandra (and dog, Lucy)*

We were driving from Boston to upstate NY and decided to try out the DogSpot when we saw it at a rest stop and I'm just in love with the idea! Even when the weather is completely safe I still feel nervous about leaving my pup in the car. DogSpot's camera and AC made me feel so secure. Thank you for this incredible service!

*-Amanda M. from Boston, MA*

**We had such a great experience. I used the house for Mochi and his sister Pinky. I thought they'd freak out... they didn't. The house was clean and considering it was chilly outside it was warm inside the house. It's such an awesome idea... I would totally use DogSpot again and recommend them to my friends and family.**

***-Elsie (and dogs, Mochi and Pinky)***

With a new baby at home, the ability to turn runs to the bodega or drug store into dog walks has been a lifesaver for us. Friedrich is typically quite curious and frankly a bit naughty when he's tied up or left behind, but somehow remains calm and well behaved when he's placed inside the DogSpot. We hope to see more DogSpots in our area!

*-Isaac Schmidt (and dog, Friedrich)*

I love DogSpot because I can run errands with my dog, which she loves to do. It gives us more time together instead of only being able to go to the dog park or just on a shorter walk. DogSpot let's me know she's 100% safe when we run around, which is something I can't do without.

*-Fiona Imboden (and dog, Zuzu)*

DogSpot lets me combine important daily tasks like shopping for groceries and walking the dog, each on their own a 20 minute task. This leaves me more time to enjoy being with my daughter for the 1 hour of play time I get with her each weekday. As you can see, every minute counts!

*-Alicia (and dog, Reggie)*

Whether I'm stopping to go into a store to buy a quick birthday gift for my mom, or realize I need a gallon of milk while I'm already out, it's great to be able to bring along my best friend, Rocco! It not only saves me time but also makes sure my best friend gets some much needed time out of the apartment. DogSpot helps me do that.

*-Jessica (and dog, Rocco)*

## DOGSPOT MEMBERS

**When I use DogSpot, it makes my anxious dog less stressed, keeps her safe, and keeps her out of the hot sun. She could go to more places with me, which makes for a calmer and better socialized dog, who can therefore be a better canine citizen.**

*-Deborah O*

DogSpot makes me feel secure that I could run inside a local business and do my errands without worrying about Dennis getting stolen, being teased by people, or running into traffic if he somehow got loose.

*-Ashley (and dog, Dennis)*

It was awesome being able to put my dog in a safe space while road tripping and stopping at rest stops, rather than leaving her in the car.

*-Kelly D (and dog, Daisy)*

DogSpot provides a safe temporary environment for my dog while at the same time allowing me to get my day to day errands done. I no longer have to run out twice, once for my dog & once for my errands, now that DogSpot is around. I know he is safe in there & I can check on him too.

*-Danielle (New York)*

## DOGSPOT FANS

*"I live three blocks from a food store and sometimes all I need is a gallon of milk. I would love to be able to take my dog for his walk at the same time so this would be perfect."*

*-Megan F. from Philadelphia, PA*

*"Unless I'm going to work, my dogs go pretty much everywhere with me. I plan most vacations and events so that my dogs can be with me. The DogSpot is a great way to keep dogs safe and cool when they can't be in a store or restaurant with you"*

*-Christina*

*"This is so awesome! I always get scared that someone is going to take Kovu and Tai when I leave them tied up outside for less than 5 mins!"*

*-Angela S. from Austin, TX*

## LOCATION PARTNERS

**DogSpot has been a huge hit with our customers. It's the only way for us to show we care about our customers and their dogs without compromising our compliance with city health code. It's a win-win for us as business and for our community.**

***- Larry Urban, manager, City Acres Market***

Ferndale is a very dog friendly city, a place where it can seem like there are more dogs than kids. I think this just adds to the walkability of the city. I do have a lot of customers who want to come in and grab a drink or a quick bite while they're walking their dog. Basically, I'm tired of seeing dogs tied up to the light pole, sitting in a hot car, things like that.

*- Shane Hudson, owner, Kramer Restaurant Group*

We support as many amenities as we can for all types of travelers. We don't just see human travelers, but we see our four-legged friends as well. The DogSpots will come in handy on our many road trips.

*- Thruway Authority spokesman John Dougherty*

**If you can't go into a store or you can't go into a restaurant, it's a great way instead of curbing your dog or leaving your dog in a hot car to go ahead and put your dog in the dog house. It's completely air-conditioned, there's a puppy cam in there. We wanted to make sure we were the dog-friendliest mall around, so we partnered with them to give pups a much better place to wait for you than the sidewalk. Dogs love it so we do too!**

***- Courtney Bunte, Property Marketing Manager  
Hill Country Galleria, CBRE***

DogSpot is an indication of something exciting: The acknowledgment that dog-friendly communities are important to the well-being of people and pets, even if businesses aren't or can't be on board, and a growing awareness of the dangers of leaving dogs tied up or in cars.

— THE HUMANE SOCIETY  
OF THE UNITED STATES

**animal**  
sheltering

**A GENIUS IDEA.** — *The New York Times*

**MUCH-NEEDED.** — **GOOD MORNING AMERICA**

**A ONE-OF-A-KIND ALTERNATIVE TO TYING PETS  
UP OR LEAVING THEM IN THE CAR.**

—  Microsoft

**THIS GENIUS INVENTION IS IN DEMAND.** — **BUSTLE**

**ALSO FEATURED IN:**

*Veterinarian's*  
**MONEY  
DIGEST**

NATIONAL  
RESTAURANT  
ASSOCIATION 

**PET  
MD**