

The healthiest dog food subscription service

venturecapital.nl • <https://venturecapital.nl/invest-in-the-healthiest-dog-food-subscription-service/>



Samenvatting

Datum: 6 February 2023

URL: <https://venturecapital.nl/invest-in-the-healthiest-dog-food-subscription-service/>

Contact & Site

Extra beschrijving

```
[et_pb_section fb_built="1" _builder_version="4.19.4" _module_preset="default"
global_colors_info="{}" theme_builder_area="post_content"][et_pb_row _builder_version="4.19.4"
_module_preset="default" global_colors_info="{}" theme_builder_area="post_content"][et_pb_column
type="4_4" _builder_version="4.19.4" _module_preset="default" global_colors_info="{}"
theme_builder_area="post_content"][et_pb_text _builder_version="4.19.4" _module_preset="default"
global_colors_info="{}" theme_builder_area="post_content"]
```

This is the healthiest dog food subscription service.

This company uses human-grade ingredients and freeze-drying technology to deliver 100% nutritional value. They have their own recipe and quality assurance process. The food is produced in a licensed factory in Italy according to their recipe.

Dog health has been deteriorating since the 1970s. Since then, the dog population experienced a 900% increase in diabetes and a 50% likelihood of developing cancer. Result: loss of a loved pet and huge vet bills.

Pet care services are worth 190BN EUR globally and $\pm 5.2\%$ CAGR reaching 270BN EUR in 2025. TAM in the EU is $\pm 14B$ EUR for premium dog food $\pm 5\%$ CAGR (cat owner's audience is the same size).

The company started in 2020 and have got ± 35.000 EUR monthly revenue, around 500 active subscribers in Europe, a 3 million EUR distribution partnership contract in Hong Kong and Cat food ready for launch.

Business Model:

In Europe, the company sells directly to customers and has recurring month-on-month payments. Their Average Order Value is ± 75 EUR / month for a regular subscriber.

In addition, they also started selling B2B wholesale. The company has a 3 million EUR agreement with a distributor in Hong Kong, which goes with a 50% markup. They are also finalizing a similar size contract with a partner in South Korea.

Customer type / profile:

B2C and B2B

Preferable investor type:

Angel investor; Strategic investor

USP's:

- Freeze Drying Technology
- Human-grade meat
- Superfood ingredients
- Personalization for the subscribers.

Capital amount needed:

€500.000,- (The total round was €600.000,-, although €100.000,- is already committed.)

Investment need:

- €200.000,- working capital;
- €100.000,- marketing / customer acquisition;
- €150.000,- product development, packaging, new recipes, upsell products;
- €50.000,- B2B sales development.

Sector:

Food, Health, Retail

Phase:

Early Growth

Number of founders:

2

Current number of employees:

2

Experience:

Co-founder 1: Certified dog nutritionist

Creator of award-winning products and designs - SHOO shampoo

Partnerships with researchers at NASA, Epigenix foundation and pet welfare organizations worldwide.

Co-founder 2:

Built XtGem - more than 200,000,000 unique monthly visitors

Growth and Funding management experience

Executive Team building - San Francisco, London, Singapore.

Monthly turnover (current):

€37.500,-

Turnover (forecast) next 12 months:

€3.000.000,-

Turnover (forecast) months 13 - 24:

€8.000.000,-

Current monthly expenses:

€35.000,-

Committed funding in the current financing round:

€100.000,-

(This listing is concerning a non-dutch company.)

[/et_pb_text][[/et_pb_column][[/et_pb_row][[/et_pb_section]

Gegeneerd vanuit: Venture Capital • 2026-03-04 02:08