



DOG PARKER

MAKING BROOKLYN A BETTER PLACE TO HAVE A DOG & BE A DOG

 @dogparker_

 @dogparker

PRESS KIT AUGUST 2017

MAKING THE CITY DOG-FRIENDLY

Dog Parkers are high-tech and cozy houses that sit outside of dozens of storefronts throughout Brooklyn. Because many stores cannot allow dogs inside, Dog Parker provides a safe alternative to tying up your dog outside and a happy alternative to leaving them at home alone.

JOIN THE DOG PARKER FAMILY!

- Dog Parkers are designed to be safe, convenient, and accessible. The simplest way to start is to [download the app](#) for immediate access to any house. We also have [online sign-up](#) and will send users physical Member Cards with unique RFIDs that open the houses. This means that even though the app is a breeze, using a Dog Parker does not require the app.

- The Dog Parker app (available in Apple Store and the Android Market) offers members easy access to our network of Dog Parkers and other cool features like reserving houses 15 minutes in advance, real-time house temperature information, and a live-stream Puppy Cam of the member's dog inside the house.

- Members pay by the minute since Dog Parkers are intended to be used for short trips. When considering the dog's experience, our cap is 90 minutes, while our current average session is 15 minutes.

- For a limited time we are waiving our \$25 annual membership fee and offering a free week trial to all new Dog Parker members. After the first week, members can continue to use Dog Parkers for just 20¢/min.



WHERE TO FIND US?

- Dog Parkers are strategically placed in front of partnering storefronts that are unable to permit dogs inside due to government regulations, such as grocery stores, cafes, restaurants, and pharmacies.

- Over 30 Dog Parkers are currently installed throughout Brooklyn neighborhoods including Park Slope, Prospect Heights, Carroll Gardens, Cobble Hill, Ft Greene, Clinton Hill, and Williamsburg.

- We will be expanding to Manhattan in late 2017, with hopes of expanding to other cities in 2018.

THIS IS HOW WE DO IT.

- Dog Parkers are spacious enough for most dogs, from the tiniest breeds all the way up to German Shepherds.

- Each unit has backup battery power and multiple system failsafes to ensure absolute dog security and comfort.

- Dog Parker offers 24-hour Member Services, a local team that manually cleans Dog Parkers daily, and remote monitoring of every single Dog Parker to ensure everything is always taken care of.

- Made in NYC: Based in the Brooklyn Navy Yard, and manufactured by Boyce Technologies in Queens, NY.

MAIN FEATURES



- Powder-coated aluminum exterior
- Unlock with app or Member Card
- Veterinary-grade non-porous surfaces
- Air conditioning
- Forced air ventilation
- UV lights to eliminate bacteria, viruses
- Puppy Cam
- Tinted window for privacy and shade
- Water bowl (outside)

LOCATIONS

Fort Greene
Kiki's Pet Spa

Greenpoint
t.b.d. brooklyn

Bushwick
Keyfood

Williamsburg
The Bean,
Fabiane's Cafe,
Hana Food

Bed-Stuy
Brooklyn Blend,
Civil Service Cafe,
Fuel Juice,
Shop Fair

Prospect Heights
Jo, Brian Joseph's Keyfood
Foodtown, Zaytoons, Longevity,
Puerto Viejo, Gala Fresh

Clinton Hill
Green in Brooklyn

Lefferts Gardens
Nagle's Bagels,
Wholesome Gourmet,
Brooklyn Greenery

Park Slope
Brooklyn Crepe & Juice,
7th Ave Gourmet,
Fleishers, Bella Gioia,
City Roots,
Jo, Brian Joseph's Keyfood

Cobble Hill
Brother's Bagels



New locations are added every week, look on our website for the latest!

CHELSEA BROWNRIDGE

Chelsea Brownridge is the CEO and Chairman of the Board of Dog Parker. As she often points out, there is little about her on paper that says “this person is obviously destined to invent a revolutionary new pet technology,” and yet that’s exactly what she did.

Born and raised in Charlotte, North Carolina Chelsea went on to attend University of North Carolina at Chapel Hill. There, she earned a BA in Economics and started the Carolina Microfinance Initiative, thus earmarking the beginning of her passion for entrepreneurship. In 2011, she relocated to New York City where she earned her Masters of Public Administration from NYU. She went on to work in operational capacities in public, private, and nonprofit sectors at places like Ashoka and SYPartners, whose missions orient around social impact, innovation and entrepreneurship. Chelsea also, in partnership with The Huffington Post, co-founded Ignite Good with Todd Schechter, a nonprofit focused on grassroots movement building among young people working on social change in their local communities.

While attending graduate school and working at Ignite Good, Chelsea rescued her terrier-mix pup Winston. And after three years of friendship and workplace collaboration, Chelsea and Todd fell in love. With Winston as their shared inspiration, they dreamed up Dog Parker and founded the company together in 2015. Early on, they gained momentum after winning 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. Dog Parker has also received support from the NYCEDC Futureworks program as well as the Urban Tech Hub program at New Lab.

Chelsea currently lives in Prospect Heights with her two main guys, Todd and Winston. She is an advocate for rescuing dogs, a secret fan of country music, and a dedicated triathlete.

TODD SCHECHTER

Todd Schechter is the co-founder of Dog Parker and a board member. A born-and-bred New Yorker, Todd grew up on the Upper East Side and attended Horace Mann from pre-nursery through high school. He got his start as a child actor and a teen model, and he maintained his flair

for performance and storytelling throughout his academic and professional career. He earned two BS degrees from the University of Wisconsin - one in Communication Arts & Theater with a focus on Radio, Television & Film, and the other in Drama.

Returning home to NYC in 2003, Todd worked as a television documentary producer on independent projects exploring diversity, reconciliation, and global issues (Chat the Planet, The Jerusalem Project). His interest in culture and social change led him to NYU Wagner as well, earning the same MPA as Chelsea, albeit a few years earlier. Todd’s career ventured more and more into the nonprofit world, leading to projects with Criterion Ventures, New American Tavern, PurposeFuel, until his path finally crossed with Chelsea Brownridge at Ignite Good.

In addition to his work at Dog Parker, Todd enjoys hosting dinner parties, taking long walks around the city with his pup Winston, hanging with his newborn nephew Max, and joining Chelsea’s triathlons without any training.



LOCAL & NATIONAL EXPERTS

“Dog Parker’s latest product launch further demonstrates that New York City’s innovation economy has the potential to yield tangible benefits for both residents and small businesses throughout the City. Just as important, however, is the fact that Dog Parker’s innovative product is manufactured right here in Queens, proving that urban manufacturing continues to grow in New York City. We look forward to Dog Parker’s continued expansion, which will hopefully bring their innovative product to our borough’s businesses and streets in the near future.”

-- Thomas J. Grech, executive director of the Queens Chamber of Commerce

“Brooklyn is such a great place for dogs and their owners. FIDO has been dedicated to providing safe, healthy places for dogs and encouraging their responsible supervision for almost twenty years. As a Brooklyn-based business, Dog Parker has been a great part of the FIDO community and we appreciate their commitment to dog safety and wellness.”

-- Garry Osgood, President of local Prospect Park dog community, the Fellowship For The Interests of Dogs & Their Owners (FIDO)

“I love the Dog Parker. We all want to spend more time with our pets - now with Dog Parker, there’s a safe and secure place to leave your dog outside a convenience store or a coffee shop while you run inside.”

-- Steve Dale, certified animal behavior consultant, noted pet expert, and host of the national radio show, Steve Dale’s Pet World

“Dog Parker is a great example of the continued vibrancy of New York City’s technology sector. A participant in NYCEDC’s Futureworks program and a member of the exciting network of companies developing urban technologies at New Lab, the Dog Parker team is part of the

next generation of entrepreneurs developing technology to improve quality of life in cities. Supporting New York City-based hardware startups like Dog Parker is how we’ll continue building a 21st-century production economy powered by advanced manufacturing and fuel the creation of high-quality local jobs.”

-- Lara Croushore, Vice President of the New York City Economic Development Corporation (NYCEDC)

STOREFRONTS



“We love it! The first week people just took pictures of the Dog Parker, but now we are seeing a lot of people actually using it. We get a lot of positive comments about it.”

-- Fabiane's

“A lot of people walk by and check it out. Customers will come in and ask what it is. We've gotten positive feedback from people.”

-- Longevity

DOG PARKER MEMBERS

“I used to rush through my to do list so I could get home to let Joey out, but now that I can bring him along, I can relax and take my time. I know he enjoys all the extra exploring, sniffing and socializing he gets to do thanks to the Dog Parker. The best part is that if I ever start missing him while I'm in line at the grocery store, I can always check in on him through the app, which connects you to the webcam in the Dog Parker. I am so grateful for this service, it has really changed the way my dog and I live in Brooklyn.”

-- Brittany A. & dog Joey



“Dog Parker has enabled me to spend even more time with my dog, incorporating her into my daily routine from coffee pick-me-ups to quick groceries runs. It has made dog ownership in this city that much easier!”

-- Amy L. & dog Cali

“Teeka loves the Dog Parker and so do I. When she goes inside and the door locks, I know she will be safe and secure while I do my shopping. She is never bored and can people-watch (and dog watch) out the window. I think she feels it is a special place for her. I wish there were more of them!”

-- Karen L. & dog Teeka

FOR IMMEDIATE RELEASE

Dog Parker Launches Expanded Network in Brooklyn

Brooklyn-based startup has designed a brilliant alternative to tying your dog up, just in time for summer

Brooklyn, NY - July 24, 2017 - All New York City dog owners know the stress of trying to carve out quality time with their dogs in a city with so few dog-friendly venues. Their options are to leave their dog at home alone for hours while they run errands only to come back to an under-exercised and lonely dog, or to bring their dog along but take the big risk of leaving them tied to a post outside the store. This dilemma is such a daily occurrence for urban dog owners that they may not realize they're working around it.

Enter Dog Parker. Founded by Chelsea Brownridge and her partner Todd Schechter in 2015, Dog Parker aims to solve this problem because it is a personal one to them. Both were working full time and, like a lot of New Yorkers, found it unnecessarily difficult to juggle the activities of daily living with their desire to give their rescue dog Winston the extra time, attention, and exercise he deserves. Seeing the surge in pay-per-use technology solutions throughout NYC, and envisioning a high-tech version of a dog house that could use a similar business model, they invented the Dog Parker.

You may have seen a few of these futuristic looking dog houses in front of different stores in your neighborhood but not fully understood what was going on, which makes sense because Dog Parker is the first technology of its kind. The houses are safe, clean, comfortable, and rather adorable, and they are strategically set up outside of storefronts where dogs are not allowed per the Department of Health. They are fully ventilated and equipped with

air conditioning, ensuring dog health and safety better than the sidewalk or a car. They are cleaned between each use by UV light and once per day by Dog Parker staff, and they are constructed from non-porous materials to ensure that community use never impacts sanitation. And they are internet-connected so you can lock and unlock them from your phone, not to mention keep an eye on your dog via the in-app Puppy Cam while you're away.

In an effort to get the word out about this innovation, Dog Parker is currently waiving the annual membership fee and is offering a free week of unlimited Dog Parker use to new users. Signing up is as easy as downloading the Dog Parker app on your iPhone or Android, and access to Dog Parker is immediate.

As Brooklyn residents, Brownridge and Schechter chose their own community for the Dog Parker launch. As of July 2017, there are over 30 Dog Parkers installed throughout the borough. The next big addition to the network will be at the iconic Brooklyn Central Library, the first location with two houses. To celebrate, Dog Parker is partnering with the Brooklyn Public Library and Slobbr to host a party for the community on August 26th (National Dog Day). It will highlight local rescues (like Badass Brooklyn Rescue), feature local vendors (like The Farmer's Dog), and offer family- and pet-friendly activities such as a dog fashion show, DIY puppy bandanas, and much more. The event is free and open to the public, running from 9:30am through early afternoon. Contact megan@dogparker.com for more details.

From its genesis, Dog Parker has strived to develop a truly local company. Brownridge and Schechter received early funding from the NYCEDC and partnered with a NYC-based manufacturer, Boyce Technologies, to execute their design. They interviewed local small business owners and found that this new technology could benefit them too; it isn't only the internet that threatens brick and mortar viability -- animal safety laws are also a major barrier to profitability because they limit foot traffic to people who are not walking their dogs in the neighborhood. Brooklyn Chamber of Commerce President and CEO Andrew Hoan understands what Dog Parker is up to and he is a fan. "The BCC is excited to see Brooklyn-born Dog Parker continue to grow in the borough with its newest product launch. Dog Parker's continued success and growth will create local

jobs, bring a valuable and innovative product to our communities that will increase the quality of life for dogs and dog owners alike, and help boost foot traffic in our neighborhood commercial corridors – the lifeblood of Brooklyn's small businesses."

In addition to ensuring local benefit to the community, Brownridge and Schechter prioritized perhaps the most important commitment of Dog Parker: the health, safety, and happiness of the dogs they are entrusted with. They worked closely with veterinarians and dog psychology experts to make sure all aspects of the dog's experience were considered. Following their hugely successful pilot program and the careful honing of their product, Dog Parker is shifting its focus to expansion so that more dog owners can benefit from having a perfect place for their pup while out and about on these hot summer days.

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