What is Rover?

- Founded in 2011
- Technology platform that connects pet service providers with pet owners
- #1 pet sitting and dog walking app in North America and Europe
- 34,000+ cities globally
- 300,000+ sitters and walkers
- 500+ employees
- 1.4 million pet owners have booked care
- 97% of reviews are five star
- Every 3 seconds, a booking is made
- 181,000 pet owners booked services with 29,000 California residents
Rover is about making pet ownership possible

**Mission**
We believe in the unconditional love of pets, and Rover exists to make it possible for everyone to experience this love in their lives.

**Marketplace**
Rover is a community of pet lovers where pet owners and pet care providers are safely connected to arrange for pet services.

**Services Offered:**
Pet Boarding, pet sitting, pet drop-ins, dog walks (scheduled and on-demand), doggy day care.
Safety is a top priority

- Every service provider’s profile is hand reviewed by a member of the Rover team to best enable them to deliver safe and high quality stays. Sitters must also pass a background check. Sitters are offered ongoing safety education.

- Owners can select sitters with a variety of safety skills, experience and qualifications.

- Every service is backed by the Rover Guarantee, designed to reimburse for any injury or accident that occurs during a service.

- Rover has a 24/7 Trust and Safety Team to help owners and sitters navigate any safety challenges during a stay - includes vet access.

- Meet & greet between sitters and owners prior to services.
Rover has a history of working effectively with regulators and legislators

- CA
- CO
- CT
- NYC
- RI
- VA
Why are we here?

- IC/Sole Proprietor/Business Owner vs. Employee Issue
- Patchwork of different legislation, regulation, exemptions, and judicial decisions state-by-state
Sitters

- Set their pricing
- Set their schedule
- Accept only customers they choose
- Set frequency of work
- Set services they offer (walks, sits)
- Set type of animals (their clients)
- Set location: their home, owner’s home, route of walks etc.
- Set type and frequency of communications with their customers
- Pick what to wear (we don’t care....)
Sitters - “What I do while pet sitting”

I provide care to my ailing grandfather-in-law and my autistic son. My husband is often away for military work so having a flexible schedule allows me to earn much needed income for my family. ~Tiffany H.

I’m a writer, so I mainly work on my projects and play with the doggo! ~Zaji C.

I’m an IT Consultant and work from home. ~Royce B.

Make homemade dog treats! ~Heidi H.

TV, cleaning, video games, visit my own dog at home, go out for dinner with friends, hang outside, youtube… ~Nycole K.

Hulu, potty breaks, selfies, snacks, FB, Instagram, night walks, pet cuddles. ~Diana F.

I’m a mother and full-time student. ~Jamie S.
One size does not fit all

- Different marketplaces represent industries, different purposes, and different socioeconomic impacts.
  - Pet care emerged from and can easily retreat to the shadow market.
  - On average, sitters/walkers offered only 16 services a year, for extra income of $1,300/year.
  - 64% used Rover to earn less than $600 in extra income
THANK YOU!