



THE MONTHLY POOP

Marketing Site

Our public facing site has been officially unveiled. Absolutely consider it a sign of things to come.

Android app

Currently alpha testing and will be available in Q1 of 2017.

Billing 4.0

Our clients process \$50M annually through LeashTime. A small percentage of invoices can cause confusion. We have spent the better part of two years analyzing these use-cases and developing solutions. These changes will be available in generation 4.0 of the billing system scheduled for release in late Q1.

Consulting

Dean DeGood, owner of doggywalker.com, is offering consulting services on best practices running your business with LeashTime. Dean has an MBA from Duke University and has been using LeashTime for 8 years. He has grown his business to over \$1M in annual revenues. Please contact him directly if you would like to engage his services.
dean@doggywalker.com.

2017: Much to come

During the very busy year 2016, we were extremely busy working on a number of major new features and functionality. In the upcoming year: 2017, you will see the results of much of the development that occurred in 2016. Our new year's resolution is to complete and roll out many of these changes in quarters one and two of 2017.

Another new year's resolution is to regularly publish the LeashTime "Monthly Poop" newsletter. In the next few months, we plan to release the following new capabilities within LeashTime:

- ❖ Jan 2017: LeashTime web site [RELEASED]
- ❖ Q1 2017: Android native mobile sitter app release [EARLY FEBRUARY]
- ❖ Q1 2017: Advanced analytics reports including: year-over-year revenue, pay, number of visits [EARLY FEBRUARY]
- ❖ Q2 2017: Version 4 of billing system with dedicated payments and more intuitive invoices
- ❖ Q2 2017: Top to bottom redesign of the pet owner portal

Please be prepared for an exciting new year of major updates and announcements and thanks so much for using LeashTime.

Email support@leashtime.com for help

LeashTime Analytics

Over the last three years, LeashTime has helped to manage **6,385,726** visits and over **1,000,000** online pet owner requests. The numbers were a surprise to us and well beyond any expectations that we had about the magnitude of LeashTime’s usage. We felt that there was an opportunity to drill down and analyze meaningful patterns within the large data set. We were in a position to apply relevant “Big Data” best-practices to glean useful information and share our findings with you so that you could run your businesses more effectively and efficiently.

We felt analyzing your own business in the same manner would be beneficial. So we are going to make the analytics tools available to you. We plan to complete testing and release by February 2017. Our analytics tools allow you to do a year-over-year comparison for a selected date range and are comprised of the following:

- Total Revenue
- Revenue by Sitter
- Revenue by Zip Code
- Unique number of online pet owners
- Unique number pet owner requests made online

We recognize that your success is essential to our success.

How do we measure success? We believe that objective criteria such as growth in the number of visits, revenue, and pet owner activity are reliable indicators. So, we have created analytics tools to assess those metrics.

Look for an upcoming announcement regarding LeashTime analytics. As we apply more sophisticated analytic methodologies, we will continue to share with you. In the table below, we show aggregate results for all LeashTime businesses over the previous three years.

	2016	2015	2014
Total Visits	2,544,181 (+15.0 %)	2,196,525 (+33.5%)	1,645,020
Unique pet owners making online requests	29,044 (+6.3 %)	27,311 (+33.57%)	20,446
Pet owner requests	442,311 (+17.9 %)	358,261 (+47.30%)	229,527
Avg pet owner requests	15.22 (+16.0 %)	13.11 (+16.8%)	11.22

NEW LeashTime Web Site

We have officially unveiled our new public facing web site. Thanks to the immense talent and hard work by our newest LeashTime member, Charles Ajemian, we will be making major changes to all aspects of LeashTime in 2017.

Charles is a seasoned UI and UX pro, with decades of experience. He formerly taught interactive/web design at Virginia Commonwealth University, ranked as the #1 public graphic design school in the country. Consider this the tip of the iceberg in the makeover of LeashTime. A lot of work is going on behind the scenes and we cannot wait to share it with you. Thanks so much for all of your wonderful support.

