TREAT FOR TAILS

Investor call cheatsheet

Six questions. Clear answers. Numbers that can survive follow-up.

Rs 950	Rs 642	Rs 400
CURRENT AOV	CURRENT CAC	TARGET CAC

> Positioning: Treat for Tails is building a clean-label pet-food brand for Indian pet parents—anchored in recognisable ingredients, transparent nutrition and products used frequently enough to build meaningful repeat purchasing.

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Historical figures, management targets and unresolved assumptions are labelled separately throughout.

CALL MAP

The six investor questions

Lead with the short answer. Use the supporting numbers only when asked. Never present a target as an achieved result.

#	Investor question	Core answer
1	Where is the cap table?	50/50 today; both founders dilute equally.
2	Does product cost include labour and wastage?	The original Rs 155 was incomplete; use the preliminary fully loaded cost stack.
3	Is AOV Rs 868, Rs 917 or Rs 950?	Rs 868.64 is historical; Rs 949.27 is the latest post-price-change AOV.
4	How will CAC fall from Rs 642 to Rs 400?	A performance-led micro-UGC engine adds content volume, organic demand and better paid-media selection.
5	How will repeat orders and subscriptions grow?	Daily-use clean-label products plus customer-success-led adoption and replenishment.
6	What are the P&L;, burn and milestones?	An aggressive proof-building round: Rs 50L/8 months or Rs 1Cr/12 months.

Numbers to remember

50/50
CURRENT FOUNDERS

4.53%
RECENT CVR*

3,000
PACKET CAPACITY / MONTH

*The dashboard contained a conversion-rate definition change. Use the improvement directionally, not as a perfectly comparable causal claim.

QUESTION 01

Cap table and founder dilution

> **“Karan and Rishabh each own 50% today. Both founders will dilute equally in the round.”**

Shareholder	Before round	After round*
Karan	50.0%	42.5%
Rishabh	50.0%	42.5%
New investors	—	15.0%
Total	100.0%	100.0%

*Illustrative outcome if Rs 1 crore buys 15% of the company.

Implied valuation

Calculation	Value
Post-money valuation	Rs 1 crore ÷ 15% = Rs 6.67 crore
Pre-money valuation	Rs 6.67 crore − Rs 1 crore = Rs 5.67 crore

If asked why the ownership is equal

The founders are equal partners and will remain economically aligned after the round. The formal cap table should also disclose the legal entities, issued shares, any options or convertibles, and vesting terms before diligence.

Do not improvise: The 42.5% / 42.5% / 15% table applies only if the transaction is Rs 1 crore for 15%. A Rs 50 lakh round requires its own negotiated dilution and valuation.

QUESTION 01 — SUPPORT

What is settled—and what still needs papering

The meeting transcript adds useful governance context, but it does not replace formal legal documentation. Separate current facts from intentions that are still being negotiated.

Current facts

Topic	Current position
Founder ownership	Karan 50%; Rishabh 50%
Adviser / employee equity	No equity has been promised
Founder salaries from this round	None
Round structure	Rs 1Cr for 15% is illustrative and negotiable until documents are signed

Items to formalise before diligence

- Founder vesting has not yet been formalised. Be open to an appropriate vesting and leaver framework without improvising a schedule on the call.
- Aarti is expected to take a formal product and nutrition leadership role. Any equity allocation remains subject to founder agreement, milestones and signed documents; she is not included in the current 50/50 table.
- Prepare the legal-entity chart, issued-share register, shareholder agreement, IP assignment and any option-pool proposal.

Why the founders fit this opportunity

Person	Operating advantage
Karan	Growth and commercial execution; experience scaling physical-product sales
Rishabh	Product, finance and technology; operating and creative-business experience
Aarti	Canine nutrition, formulation, product education and customer-facing trust

How to justify the current valuation

> **“The valuation reflects product development already completed, an initial customer base, demonstrated demand and revenue, the brand and product pipeline, and the opportunity to use this capital to build repeatable acquisition and fulfilment.”**

Do not overstate: The Rs 25 crore figure is a next-round ambition contingent on order volume, CAC, retention, dog-food reorders and operating proof. It is not a guaranteed valuation.

QUESTION 02

What is the fully loaded product cost?

> **“The original Rs 155 figure did not include the complete operating cost stack. We have rebuilt it to include ingredients, packaging, rejection, labour, utilities and rent.”**

Preliminary cost stack

Cost item	Basis	Cost
Ingredients	Daily Dosey unit	Rs 178.63
Primary packaging	Per packet	Rs 15.00
Finished-packet rejection	2% allowance	Rs 3.95
Manufacturing overhead	Rs 61,000 ÷ 3,000 packets	Rs 20.33
Fully loaded manufacturing COGS	Preliminary	Rs 217.91
Packaging / shipping labour	Rs 20,000 ÷ 3,000 units	Rs 6.67
Manufacturing + fulfilment	Before courier	Rs 224.58
Outbound courier	Current assumption	Rs 90.00
Payment and COD fees	4.5% of Rs 950 AOV	Rs 42.75

Monthly fixed production costs

Cost	Monthly
Chef	Rs 30,000
Electricity, gas and cleaning consumables	Rs 6,000
Rent	Rs 25,000
Packaging and shipping personnel	Rs 20,000
Total	Rs 81,000

Why production volume matters: Salaries, rent and utilities are fixed monthly costs. Dividing them by saleable packets produced converts them into a comparable per-unit cost. At lower utilisation, the cost per packet rises.

Still unresolved

The 7% return/RTO/replacement rate is known, but the financial loss per event is not yet separated. We also need average packets per order. Until then, Rs 224.58 should be described as a preliminary unit cost—not a final audited per-order COGS.

QUESTION 03

Which AOV is correct?

> **“Rs 868.64 is our six-month historical AOV. Following the price revision, the latest measured AOV is Rs 949.27, which we present as approximately Rs 950.”**

Rs 868.64
SIX-MONTH HISTORICAL AOV

Rs 949.27
POST-PRICE-CHANGE AOV

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ORDERS IN RECENT VIEW

Period / metric	Result	Interpretation
Historical six-month AOV	Rs 868.64	Longer-term baseline
9 Aug–30 Sep 2026	Rs 894.02	Comparison period
1 Oct–22 Nov 2026	Rs 949.27	Latest post-price-change period
Increase vs six-month baseline	+9.3%	Pricing and mix improved realised basket value
Recent conversion rate	4.53%	Up from 2.37% in the comparison view

What the conversion data lets us say

AOV increased after the pricing change while the observed store conversion rate also increased. This is useful evidence that the higher realised basket value did not coincide with a visible conversion collapse.

Important qualification: The analytics screenshot contains a “definition change” marker. Say that conversion improved directionally; do not claim that pricing caused a 99% conversion improvement without a clean, matched-period analysis.

If challenged on sample size

The Rs 949.27 figure covers 72 orders and should be described as the latest realised AOV, not yet a mature annual benchmark. We will continue reporting it as the post-price-change cohort grows.

QUESTION 04

How will CAC fall from Rs 642 to Rs 400?

> **“We are not assuming Meta simply becomes 38% cheaper. We are changing the acquisition mix through a performance-led micro-UGC engine.”**

Rs 642	Rs 400	37.7%
CURRENT CAC	TARGET CAC	REQUIRED REDUCTION

The operating model

- Recruit real Indian pet parents who resemble our best customers—not generic influencers selected for follower count.
- Give creators product education, story themes and compliance boundaries while preserving authentic delivery.
- Pay primarily for measurable performance, with capped fixed support and tiered incentives for repeatable winners.
- Evaluate content through organic response, attributable purchases and controlled paid tests.
- Move only proven assets into scaled paid campaigns, then reproduce the winning concept across more creators.

Four CAC levers

Lever	How it improves economics
Creative cost	More concepts and formats without relying on repeated large shoots
Paid-media selection	Spend is concentrated behind content that has demonstrated potential
Trust and conversion	Relatable pet-parent stories can overcome scepticism more effectively than obvious endorsements
Organic acquisition	Creator posts, referrals and brand search add customers without proportional media spend

At the current CAC, 100 new customers cost approximately Rs 64,200. At the same acquisition expenditure, achieving a Rs 400 CAC requires approximately 161 customers—about 61% more customers from the same budget or the equivalent blended efficiency gain.

Scale gates

Stage	CAC gate	Decision
Pilot	Establish baseline	10–12 creators; instrument every cost and sale
Validation	≤ Rs 550	Retain repeatable creators and concepts
Expansion	≤ Rs 475	Increase creator volume and paid testing
Scale	Rs 400–Rs 450	Increase spend while contribution remains acceptable

QUESTION 04 — SUPPORT

What the creator platform actually does

Position the platform as proprietary acquisition infrastructure—not as a separate software venture. Its purpose is to automate the bottlenecks created by managing dozens of creators and hundreds of assets.

Capability	Purpose
Creator recruitment and profiles	Match creators to breeds, customer personas and product needs
Briefs and story library	Supply education and winning angles without forcing unnatural scripts
Attribution	Track links, codes, new customers, sales and content-level performance
Content and usage rights	Create a searchable asset library that can legally feed paid media
Leaderboard	Show output, winners, sales and commissions to creators and the internal team
Payouts	Reward sales and winning content while protecting contribution margin
Learning loop	Turn one winner into multiple creator-specific variations

How CAC must be reported

Blended CAC = paid media + creator fees + product samples + sample shipping + commissions + platform operations, divided by new customers acquired.

Metrics to monitor weekly

- Cost per active creator, usable asset and winning asset
- Creator-attributed new customers and creator-channel CAC
- Paid CAC for creator-originated ads
- Content hit rate and creator retention
- Contribution after commission and acquisition
- Marketing efficiency ratio as organic halo effects make direct attribution less complete

Best call phrasing

“We are treating creators like a distributed performance sales and creative team. The platform tells us who is producing customers, which stories are working and which assets deserve paid amplification. The Rs 400 target is a measured scaling gate—not an unsupported forecast.”

QUESTION 05

How will repeat orders increase?

> **“We are expanding into clean-label pet food and other products with daily or predictable consumption. That gives repeat purchasing a natural product foundation rather than relying only on reminders.”**

The portfolio retention engine

Category	Role in the customer relationship
Clean-label dog food	Daily consumption and primary replenishment engine
Daily nutritional supplements	Monthly routine and functional support
Meal toppers	Daily use, palatability and cross-sell
Functional products	Skin, digestion, joints and other specific needs
Treats	Engagement, rewarding behaviour and basket building

Recommended subscription design

- 15% first-subscription-order incentive or an equivalent-value onboarding bonus.
- Approximately 10% ongoing subscribe-and-save benefit, subject to margin validation.
- 15-, 30- or 45-day delivery cadence based on the dog’s actual consumption.
- Easy pause, skip, reschedule and cancellation; reminder before the charge.
- Personalised feeding and transition plan plus priority WhatsApp support.

Customer success, not just customer support

Moment	Action
After purchase	Collect breed, age, weight, activity and nutrition goals; calculate likely depletion date
Within 48 hours of delivery	Confirm arrival and explain introduction or transition
Days 5–7	Check palatability, stool, digestion and adoption; resolve early discontinuation risks
Days 14–21	Collect feedback, reinforce use and identify suitable cross-sells
Before depletion	Personalised refill reminder, one-click reorder or subscription conversion
After lapse	Diagnose price, fit, delivery or adoption problem; use targeted win-back

QUESTION 05 — SUPPORT

Clean-label trust becomes the retention moat

Brand idea: Once pet parents start reading the label and understand what they are feeding their dogs, Treat for Tails makes it easy to remain within one trusted clean-label ecosystem.

What clean label must mean operationally

- Recognisable ingredients and clear explanations of why each ingredient is present.
- Transparent nutritional and sourcing information.
- No ambiguous ingredient descriptions in our own communication.
- Consistent label language and education across the portfolio.
- Claims supported by formulation, testing and documentation.

Only use claims such as “no fillers,” “no by-products” or “complete and balanced” when the product formulation and evidence substantiate them.

Recommended operating targets — not current results

Metric	Month 3	Month 6	Month 12
Subscription share of new customers	8–10%	15%	20–25%
First-to-second-order conversion	20–25%	30%	35–40%
Repeat revenue share	15%	25–30%	35–40%
Monthly subscription churn	Baseline	Below 10%	Below 7–8%
Customer-success contact rate	70%	85%	90%+

Best call phrasing

“The introductory incentive helps customers make the first commitment, but it is not the retention mechanism. Retention comes from successful product adoption, personalised replenishment, convenience and trust in the formulation. We will judge the program on contribution and cohort retention—not gross subscription sign-ups.”

QUESTION 06

P&L;, burn rate and milestones

> **“This is an aggressive proof-building round. We are willing to deploy the full raise over 8–12 months to create enough order-volume, retention and product evidence for the next financing.”**

What the next round must prove

- Sustained order growth rather than a single promotional spike.
- Blended CAC moving toward Rs 400–Rs 450 on a fully loaded basis.
- Improving repeat-purchase and subscription cohorts.
- The clean-label dog-food line launched, commercially validated and producing reorders.
- Positive contribution economics and a credible path to 10,000 monthly orders.
- Operational capacity that can support the claimed order volume.

Preliminary contribution view

Item	Amount
AOV	Rs 950.00
Manufacturing + fulfilment before courier	Rs 224.58
Courier	Rs 90.00
Payment / COD fees	Rs 42.75
Preliminary contribution before acquisition	Rs 592.67
Current CAC	Rs 642.00
First-order contribution at current CAC	–Rs 49.33
First-order contribution at Rs 400 CAC	+Rs 192.67

This contribution view is preliminary and excludes the unresolved financial effect of the 7% return/RTO/replacement rate. It also depends on reconciling packets per order.

Founder compensation

Neither founder will draw a salary from this round. Capital is intended for acquisition, retention, product rollout, working capital and operating capacity.

FUNDING SCENARIO A

Rs 50 lakh deployed over 8 months

Rs 50L	8	Rs 6.25L
RAISE	MONTHS	AVG. NET BURN / MONTH

Provisional use of funds

Use	Amount	Share
Paid acquisition and micro-UGC	Rs 21L	42%
Dog-food development and initial inventory	Rs 8L	16%
Manufacturing and fulfilment capacity	Rs 7L	14%
Customer success and retention	Rs 6L	12%
Creator platform, analytics and tools	Rs 4L	8%
Working-capital / execution buffer	Rs 4L	8%
Founder salaries	Rs 0	0%

Suggested net burn ramp

Month	1	2	3	4	5	6	7	8
Rs lakh	4	5	5	6	6	7	8	9

Target outcome

- Dog-food pilot launched and commercially available.
- Creator and customer-success engines operating with attributable data.
- Blended CAC moving toward Rs 450–Rs 500.
- Approximately 2,000–3,000 delivered orders per month as an exit operating target.
- Repeat purchasing and subscription adoption demonstrated, though cohorts remain relatively young.

At 2,500 monthly orders and Rs 950 AOV: Rs 23.75 lakh monthly gross sales, or Rs 2.85 crore annualised. A Rs 25 crore valuation would equal approximately 8.8× that run rate, so retention and growth evidence must be unusually strong.

FUNDING SCENARIO B

Rs 1 crore deployed over 12 months

Rs 1Cr	12	Rs 8.33L
RAISE	MONTHS	AVG. NET BURN / MONTH

Provisional use of funds

Use	Amount	Share
Paid acquisition and micro-UGC	Rs 45L	45%
Dog-food development, launch and inventory	Rs 15L	15%
Manufacturing and fulfilment expansion	Rs 12L	12%
Customer success and retention	Rs 10L	10%
Creator platform, analytics and operating team	Rs 8L	8%
Working-capital / execution buffer	Rs 10L	10%
Founder salaries	Rs 0	0%

Suggested net burn ramp

Month	1	2	3	4	5	6	7	8	9	10	11	12
Rs lakh	5	6	6	7	7	8	8	9	10	10	11	13

Target outcome

- Clean-label dog-food line launched with early reorder evidence.
- Mature repeat and subscription cohorts across several replenishment cycles.
- Blended CAC approaching Rs 400–Rs 450.
- Approximately 5,000–8,000 monthly orders as an exit operating target.
- Manufacturing and fulfilment architecture capable of moving toward 10,000 monthly orders.

Exit order rate	Monthly gross sales	Annualised gross sales	Rs 25Cr multiple
5,000 / month	Rs 47.5L	Rs 5.70Cr	4.4×
8,000 / month	Rs 76.0L	Rs 9.12Cr	2.7×

The Rs 1 crore / 12-month scenario is better aligned with the Rs 25 crore valuation ambition because it provides more time for repeat cohorts to mature and for the dog-food line to demonstrate commercial traction.

NEXT-ROUND READINESS

What must be true for a Rs 25 crore valuation

Dimension	Evidence expected
Order volume	Several months of sustained growth; no dependence on one campaign spike
Exit run rate	Preferably 5,000+ monthly delivered orders
CAC	Fully loaded blended CAC moving consistently toward Rs 400–Rs 450
Retention	Improving first-to-second-order and mature cohort repeat rates
Subscriptions	Meaningful share of customers and contribution, with controlled churn
Dog food	Launched, commercially validated and producing reorders
Contribution	Positive first-order contribution at target CAC plus stronger repeat economics
Creator channel	Repeatable creators and formats rather than isolated winners
Fulfilment	Demonstrated ability to deliver the next level of volume reliably
Reporting	Product-, channel- and cohort-level economics available for diligence

Roadmap wording

Period	Primary proof objective
First 90 days	Build the pet-parent creator community, customer-success process and clean measurement
Months 4–6	Launch dog food; validate repeatable acquisition and retention; prepare for 3,000 monthly orders
Months 7–9	Scale winning acquisition channels and expand capacity toward 5,000–10,000 monthly orders
Months 10–12	Consolidate manufacturing and fulfilment; establish the path to the next scale level

Do not commit to 100,000 monthly orders by month 12 without a detailed demand, capex, supplier and fulfilment plan. Present 100,000 as the longer-term capacity ambition, with month 12 focused on building the architecture for the next stage.

“The round is designed to convert capital into evidence: repeatable acquisition, recurring revenue, a commercially validated clean-label dog-food line and an operating system capable of supporting the next level of volume.”

LAST-MINUTE REFERENCE

The 60-second pre-call review

Topic	Say this
Ownership	50/50 today; equal founder dilution.
Governance	Founder vesting is not yet formalised; no adviser or employee equity promises; Aarti's future role/equity remains to be documented.
Product cost	The old Rs 155 was incomplete. Preliminary fully loaded manufacturing COGS is Rs 217.91; Rs 224.58 including fulfilment before courier.
AOV	Rs 868.64 historical; Rs 949.27 current post-price-change, presented as Rs 950.
Conversion	Observed CVR rose to 4.53% while AOV increased; directional because the dashboard records a definition change.
CAC	Rs 642 today; Rs 400–Rs 450 target through performance-led micro-UGC, organic demand and better paid-creative selection.
Retention	Daily-use clean-label products plus personalised adoption, replenishment and flexible subscriptions.
Rs 50L case	8 months; Rs 6.25L average net monthly burn; proof-focused; 2,000–3,000 monthly order exit target.
Rs 1Cr case	12 months; Rs 8.33L average net monthly burn; 5,000–8,000 monthly order exit target.
Founder salary	Rs 0 from the round.
Next valuation	Rs 25Cr is the targeted next-round valuation, contingent on order, retention, CAC and dog-food proof.
Current valuation rationale	Completed product development, initial customers, demonstrated demand and revenue, founder fit, and the brand/product pipeline.

Never blur these categories

Historical / observed	Management targets	Still unresolved
Rs 949.27 AOV; Rs 642 CAC; 4.53% recent CVR; 3,000 packet capacity	Rs 400–Rs 450 CAC; subscription and repeat targets; exit order-volume scenarios	Packets per order; RTO loss split; dog-food unit economics; capex and hiring schedule

Closing statement

> **“Treat for Tails is building the clean-label pet-food brand for Indian pet parents. This round funds the proof that the proposition can acquire customers efficiently, retain them through daily-use products and scale with disciplined unit economics.”**

Internal management document. Forward-looking targets are planning assumptions and should not be represented as guaranteed outcomes.