
FITNESS • SAFETY • ROUTE

MOBILE DOG GYM GUIDE

Bring fitness to the dog.

Build a safe recurring route.

Know every startup cost.

MOBILE | CLIMATE-CONTROLLED

Veteran's Strategic Solutions LLC



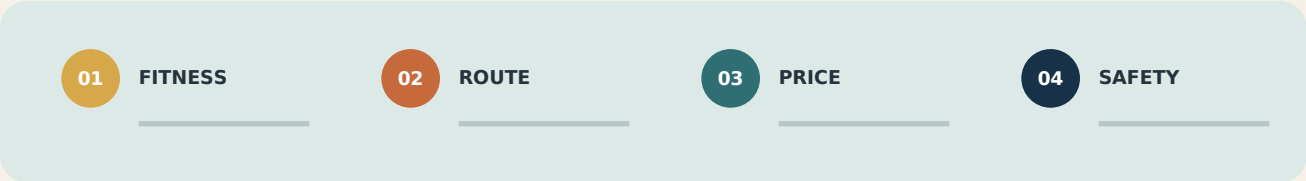
START HERE

How to Use This Guide

Read the verified business model first. Then use the worksheets to plan startup costs, equipment, pricing, sessions, leads, safety, and launch actions for your own market.

Business Model, Marketing Strategy & Financial Projections

Bring the Gym to the Dog — Convenient, Climate-Controlled Fitness on Wheels

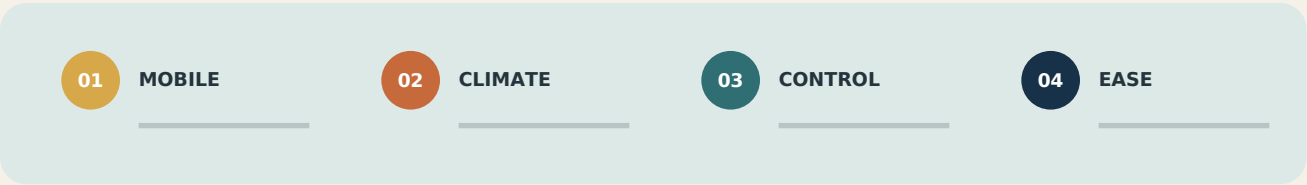


CONTROLLED FITNESS | Professional equipment, close supervision, and a clean mobile environment.

MODULE	PURPOSE
Core guide	Understand the value proposition, customers, pricing, startup costs, marketing, projections, and success factors.
Startup tools	Plan equipment, expenses, estimates, invoices, sessions, leads, safety checks, and the first 90 days.

CORE GUIDE 01

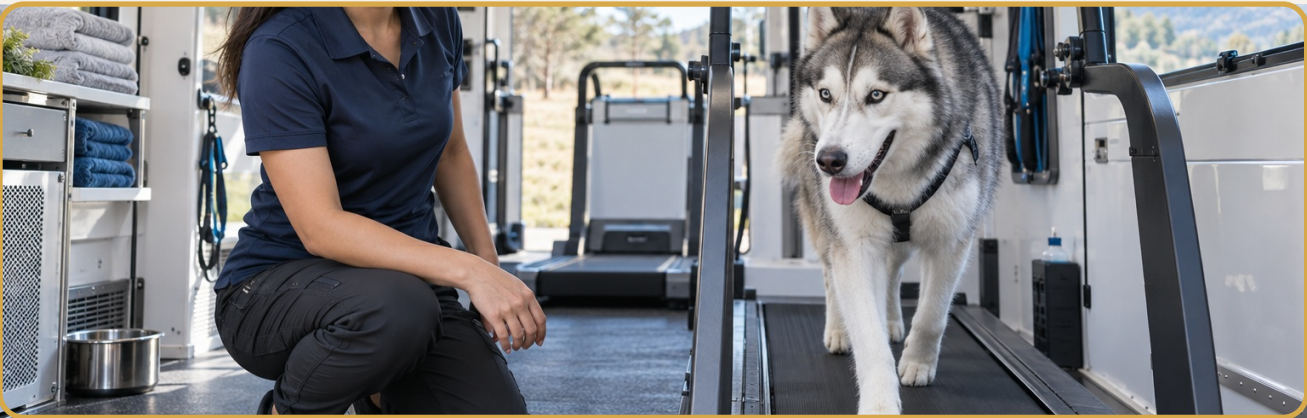
1. Value Proposition



A mobile dog gym delivers professional fitness sessions directly to the client’s driveway using a climate-controlled van equipped with specialized dog treadmills. In about 30 minutes, dogs receive a full day’s worth of controlled exercise without the owner leaving home.

Core benefits for clients:

BENEFIT	CLIENT VALUE
Works in extreme heat, cold, rain, or snow	Weather-ready service
Safer alternative for reactive, fearful, senior, or overweight dogs	Controlled setting
Builds strength, endurance, confidence, and reduces anxiety	Fitness and enrichment
Extremely convenient for busy professionals	Driveway delivery



COACHED SESSION | Calm handling and a controlled pace support a premium service experience.

CORE GUIDE 02

2. Customer Segments

- 01

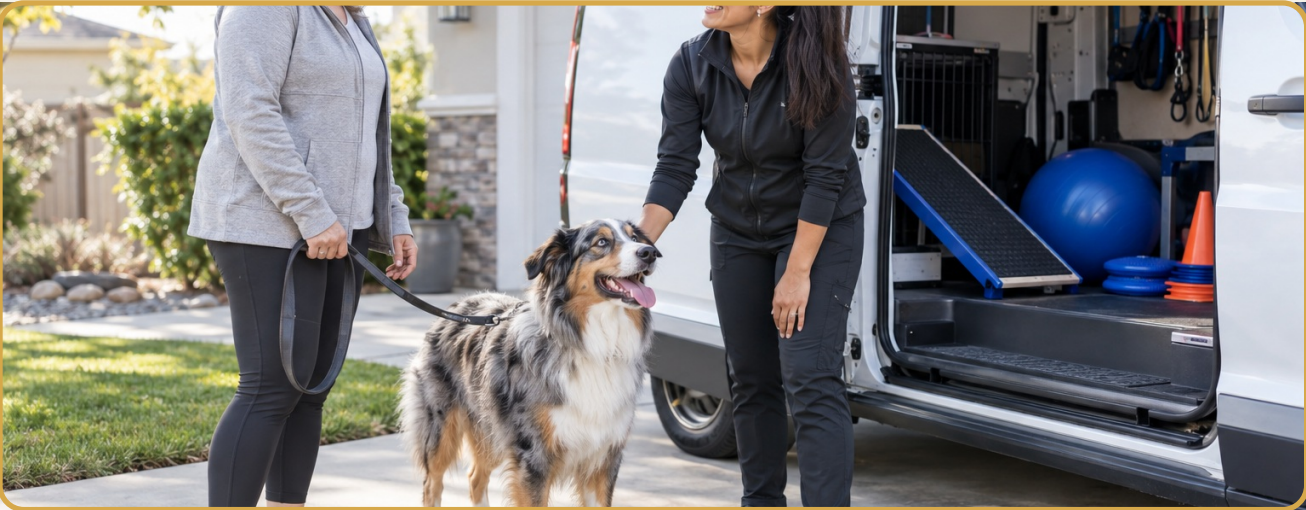
BUSY
- 02

REACTIVE
- 03

SENIOR
- 04

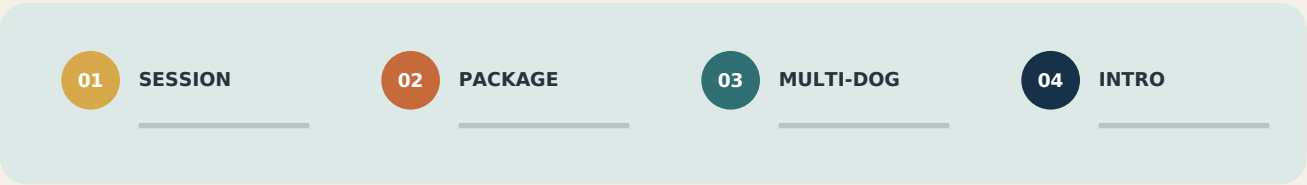
PREMIUM

CUSTOMER SEGMENT	SERVICE FIT
Busy professionals and dual-income households	Convenient scheduled sessions
Owners of reactive or high-energy dogs who struggle at dog parks	Controlled individual exercise
Owners of senior or overweight dogs needing controlled exercise	Planned pacing and supervision
People living in extreme climate markets (hot summers / harsh winters)	Climate-controlled availability
Existing dog training or walking clients looking for premium add-on services	Premium add-on potential



DRIVEWAY CONVENIENCE | A clear handoff, scheduled service, and a trusted client relationship.

3. Revenue Model & Pricing



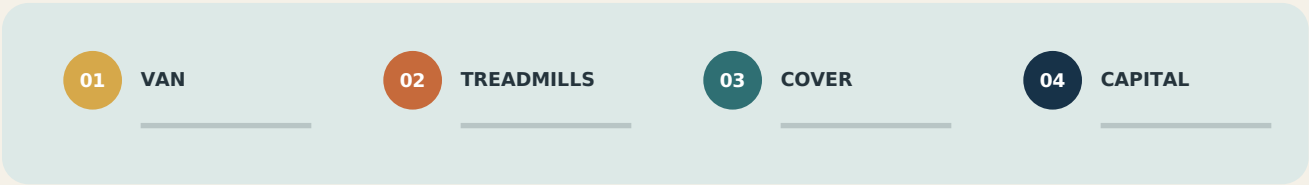
Typical rates from the market: \$50-\$70 per 30-minute session per dog. Effective hourly rate around \$100 when scheduled efficiently.

Service	Price Range	Notes
Single 30-min session (1 dog)	\$55 - \$70	Core offering
2 dogs (same household)	\$90 - \$110	Multi-dog discount
4-Session Package	\$200 - \$250	~10% savings
8-Session Package	\$380 - \$480	~15% savings
Intro / First Session Special	\$40 - \$50	Client acquisition tool

REVENUE POTENTIAL

Revenue potential: One source (Run Dawg) reports a single van can generate around \$90,000 in annual revenue once established.

4. Startup Costs



The largest cost is the vehicle and equipment. Estimated total startup range:

Category	Low	High
Van + Climate Control & Branding	\$33,000	\$65,000+
Dog Treadmills (2-4 quality units)	\$4,000	\$12,000
Safety gear, cleaning, supplies	\$800	\$2,300
Licenses, Insurance, Website, Marketing	\$3,100	\$9,300
Working Capital (3 months)	\$3,000	\$6,000
TOTAL STARTUP RANGE	\$44,000	\$95,000+

ESTIMATED TOTAL STARTUP RANGE

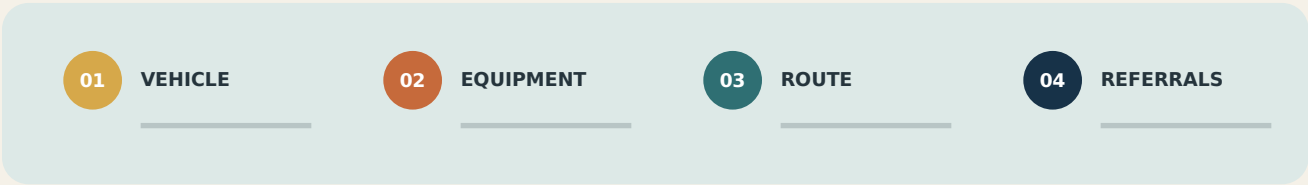
\$44,000

\$95,000+

LEAN START OPTION

Lean start option: Begin with a used cargo van, 2 treadmills, and basic climate control to stay closer to the lower end.

5. Key Resources & Activities



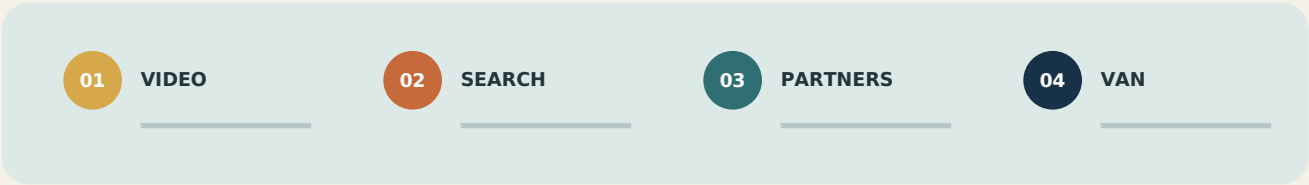
Key Resources:

RESOURCE	ROLE
Climate-controlled van with easy-to-clean flooring	Mobile service environment
Reliable self-propelled dog treadmills + safety harnesses	Core fitness equipment
Commercial auto + general liability insurance	Business coverage
Booking & payment software (e.g., PocketSuite or similar)	Scheduling and payment

Key Activities:

ACTIVITY	OPERATING FOCUS
Daily route planning and efficient scheduling	Route density
Consistent social media content (especially short-form video)	Demand generation
Building referral partnerships with trainers, vets, and boarders	Referral pipeline
Maintaining high safety standards and cleanliness	Trust and retention

6. Marketing Strategy



Mobile dog gyms have a strong built-in “cuteness” and novelty factor that performs extremely well on social media.

VERIFIED STRATEGY
TikTok & Instagram Reels: Primary growth engine. Show dogs running, owner reactions, and before/after energy levels.
Google Business Profile: Critical for “mobile dog gym near me” and local searches.
Partnerships: Dog trainers, veterinarians, boarding facilities, groomers, and pet stores for referrals.
Branded van: The vehicle itself is a moving billboard — use bold graphics and a clear phone/QR code.
Intro offers: Discounted first session to overcome the “what is this?” barrier.

MARKETING RHYTHM
Capture the session. Publish the result. Request the referral. Track the lead source.

7. Financial Projections Summary

01SESSIONS

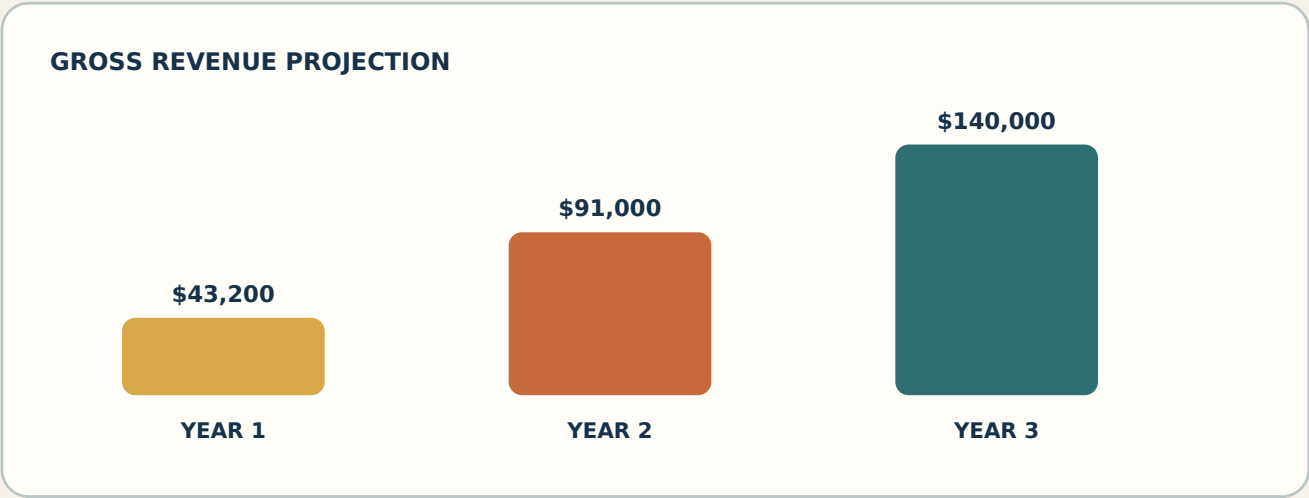
02REVENUE

03PROFIT

04SCALE

Conservative solo-operator projections (detailed numbers in accompanying Excel file):

Metric	Year 1	Year 2	Year 3
Sessions / Year	720	1,400	2,000
Gross Revenue	\$43,200	\$91,000	\$140,000
Net Profit (before owner pay)	~\$20,000	~\$51,000	~\$80,000



Path to higher revenue: Add a second van or hire a part-time operator once the first route is consistently full. Package sales and multi-dog households improve average revenue per stop.

8. Critical Success Factors

01SAFE

02VISIBLE

03RECURRING

04DURABLE

SUCCESS FACTOR	OPERATING CONTROL
Prioritize safety and cleanliness — one incident can damage reputation	Session and sanitation checklist
Master short-form video content early; it is the lowest-cost customer acquisition channel	Content calendar and lead source
Focus on recurring packages rather than one-off sessions for predictable revenue	Package tracking
Choose durable equipment — cheap treadmills create expensive downtime	Maintenance log
Build relationships with local trainers and vets for steady referrals	Partner tracker

POSITIONING

Convenient. Climate-controlled. Surprisingly profitable.

WORKSHEET 01

Startup Checklist

01

PLAN

02

VERIFY

03

BUILD

04

LAUNCH

DONE	ACTION	OWNER / DATE / NOTES
☐	Define the service area, session length, packages, and route days.	
☐	Check licensing, zoning, and tax rules for your own city and state before starting.	
☐	Confirm animal-service, vehicle, insurance, and operating requirements.	
☐	Choose the van, climate control, flooring, treadmills, harnesses, and cleaning setup.	
☐	Obtain commercial auto and general liability insurance quotes.	
☐	Set booking, payment, cancellation, intake, and emergency-contact procedures.	
☐	Build a route plan and confirm the cost per scheduled stop.	
☐	Create launch content and referral outreach for trainers, vets, boarders, groomers, and pet stores.	
☐	Run a controlled test session before accepting a full route.	

WORKSHEET 02

Equipment and Startup Budget Worksheet

01

VEHICLE

02

GYM

03

SAFETY

04

CASH

ITEM	NEEDED?	ESTIMATE	ACTUAL	NOTES
Van purchase / lease				
Climate control and ventilation				
Branding / exterior graphics				
Dog treadmills				
Non-slip, easy-to-clean flooring				
Harnesses and safety gear				
Cleaning and sanitation supplies				
Commercial auto / general liability				
Website / booking / payment				
Launch marketing				
Working capital				

CAPITAL RANGE

TOTAL ESTIMATE: _____ TOTAL ACTUAL: _____ CASH RESERVE: _____

WORKSHEET 03

Session Pricing and Estimate Template

01 CLIENT

02 DOG

03 PACKAGE

04 ROUTE

CLIENT / HOUSEHOLD	DOG(S)	DATE	ESTIMATE #

SERVICE	QTY	RATE	AMOUNT
Single 30-minute session			
Two dogs - same household			
Four-session package			
Eight-session package			
Intro / first-session special			
Other			

ROUTE / TERMS	VALUE
Service address	
Preferred route day / time	
Expiration / authorization	

Customer Invoice Template

01

INVOICE

02

SESSION

03

PACKAGE

04

PAID

BUSINESS	CUSTOMER
Business: _____ Phone: _____ Email: _____	Name: _____ Address: _____ Email: _____

INVOICE #	ISSUE DATE	DUE DATE	STATUS

DESCRIPTION	SESSION DATE	QTY	RATE	AMOUNT

SUMMARY	AMOUNT
Subtotal	
Tax	
Payments / credits	
Balance due	

Dog Fitness Session Log

01

INTAKE

02

PACE

03

NOTES

04

FOLLOW-UP

CLIENT	DOG	DATE	SESSION #

SESSION CONTROL	DETAILS / OBSERVATIONS
Emergency contact confirmed	
Intake / condition notes	
Harness / treadmill setup	
Warm-up / pace / duration	
Behavior / fatigue observations	
Cool-down / water / recovery	
Owner update / next session	
Incident / maintenance note	

Lead and Referral Tracker

01

SOURCE

02

CONTACT

03

OFFER

04

RESULT

DATE	LEAD / PARTNER	SOURCE	NEED / DOG	NEXT STEP	STATUS

LEAD SOURCE REVIEW

Reels / social: Search: Trainer: Veterinarian: Other referral:

WORKSHEET 07

Safety, Sanitation, and Compliance Check

01

CHECK

02

CLEAN

03

SECURE

04

RECORD

Check licensing, zoning, and tax rules for your own city and state before starting.



READY TO OPERATE | Secure equipment, washable surfaces, ventilation, and organized supplies.

CHECK	BEFORE / AFTER EACH SESSION	INITIALS / NOTES
☐	Confirm intake, emergency contact, and session authorization.	
☐	Inspect treadmill, harness, flooring, ventilation, and climate control.	
☐	Monitor the dog throughout the session and record observations.	
☐	Clean and sanitize equipment and contact surfaces.	
☐	Record incidents, maintenance needs, and follow-up actions.	
☐	Confirm applicable animal-service, vehicle, insurance, and business requirements.	