

27 August 2022

WALK, LLC  
EIN: 84-3214268

PJMD,

Let me introduce you to WALK.

**Mission Statement:**

We are empowered young women creating innovative dog products made from recycled materials that clean up our landfills and oceans. We make meaningful connections with a gal's best friend. WALK with a purpose; WALK with us.

**General Info:**

Our inspiration comes from the beauty of the outdoors and our love for dogs. That's how WALK was born. The one phrase that makes every dog happy is exactly what gave our company its name, "Let's go for a WALK!" Sometimes you don't even have to say anything but simply grab the leash and your pup knows what's going to happen - pure joy and excitement. You become an instant hero.

Creating this business has been empowering by putting us to work and creating our first products including our leash: The Re-Walk leash is rich with features, great for our pets, and contributes to the planet's wellbeing.

We registered in the state of Colorado and formally started our business, WALK, LLC in September of 2019. We wanted to reconnect with the great outdoors with a new best friend.

Currently, we are working to expand our line of products which already includes collars, leashes, and hats all made from recycled plastic bottles. We also offer waste bags that are made with a cornstarch formula that is designed to break down in two years rather than traditional plastic bags which typically break down in twenty years; this product can be conveniently stored in the small net pocket attached to the Re-WALK recycled plastic leash. We working to create more products to apply to everyone's wants/needs, and we would adjust our old products into superior versions of themselves.

**Requested funding amount:**

We are applying for \$5,000 of Parker Jordan Metropolitan District Small and Non-Profit Business Development Grant Program.

**Needs breakdown:**

\$500

As a small startup, we are working on creating awareness of our brand and products. We will spend \$500 for marketing. Specifically, we will use this marketing money for a marketing pop-up sign(s) and fliers to draw people into our booths. We will also create ads for google and social media outlets. We understand that advertisement is essential for brand awareness.

\$800

R&D (Research & Design)- This year we will create three new leash designs. This includes a four-foot leash, rope leash, and a small, lightweight leash for our smaller furry friends out there. We would also like to buy/license design software namely, Adobe Illustrator, and Photoshop that will enable us to efficiently create these new designs.

\$1,700

Office supplies, paper packaging

Every successful business needs a working computer; therefore, \$1,200 of the funds will go towards a must needed computer to run the software, help keep us organized and work efficiently. In theme of our business of creating eco-friendly products we would like to start using packaging made from paper. Lastly, we would use the money for basic office supplies to make our business run more professionally and smoothly.

\$2,000

With this grant, we will dedicate the remaining \$2,000 towards inventory and new manufacturing. We are currently working with a local company trying to manufacture our leashes here, in the state of Colorado. This money would be a huge help to enable us to have product runs with our new designs.

**Team Count:**

Our team consists of five partners which are Noelle (Mom) and her four daughters: Ashlynn, Cameron, Maylee and Mya.

**Financials:**

Our 2021 annual revenue: \$4,825

Projected 2022 revenue: \$7,500

**Addition Items:**

Federal Tax EIN number: 84-3214268

See attached for Colorado Certificate of Good Standing

**Other items for consideration:**

This year we had the opportunity to be a sponsor for the inaugural Rex 5K Run for Arapahoe County. We were happy to support local therapy dogs in our public school system! During the event we were also delighted to donate leashes to two local dog rescue groups: Paws on the Ground Colorado, and Pawsitive Restorations Animal Rescue.



We are also open for any collaboration with PJMD for creating education and promotion of keeping dog on leashes on our Cherry Creek Trails and picking up after our pups. We understand this is an ongoing

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campaign to keep our trail users educated and encouraged to keep the trails safe and clean. Please reach out if you are planning an event.

Thanks for your time and consideration,

Noelle, Ashlynn, Cameron, Maylee & Mya Mojica

A woman owned company

720.248.8687

WALK with a purpose, WALK with us

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