

INTELLECTUAL PROPERTY AVAILABLE FOR LICENSING

DingDog

The Smart Dog Doorbell That Dogs Already Know How to Use

68M

DOG-OWNING HOUSEHOLDS

\$152B

U.S. PET SPENDING (2024)

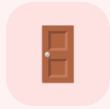
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COMPETITORS WITH ALL FEATURES

U.S. Patent #11,315,395 B2 · Protected Through September 2040

THE OPPORTUNITY

A Universal Problem, Solved Intuitively



The Problem

Millions of dog owners train their dogs to ring hanging bells when they need to go outside — it's one of the most popular training methods. But once the dog is outside, there's no way for it to signal it wants back in. Outdoor bells can't be heard through insulated doors. Dogs resort to barking, scratching, or jumping — frustrating owners and damaging doors.



The DingDog Solution

DingDog attaches familiar hanging bells to an outdoor-rated wireless sensor. When the dog rings the bells — a behavior it already knows — the owner receives a smartphone notification, a plug-in chime sounds throughout the home, and optionally, video doorbells start recording and smart speakers announce the alert. No new behavior to learn. No training frustration.

HOW IT WORKS

From Bell Ring to Smart Alert in Seconds



Dog Rings Bells

Familiar behavior



Sensor Detects

Wireless signal sent



Phone Notification

Push alert anywhere you are



Indoor Chime

Plug-in receiver throughout home



Smart Home

Alexa · Google · Ring · Arlo

The only product that turns the bell-ringing method dogs already know into a full smart home experience — from camera recording to voice announcements.

MARKET OPPORTUNITY

A \$152 Billion Market With a Growing Gap

Pet ownership is at all-time highs, pet tech is the fastest-growing segment, and no product on the market combines familiar bell training with smart home connectivity.

68M

U.S. Dog-Owning Households

Up from 65.1M in 2023. 51% of all U.S. homes own at least one dog.

\$152B

Total U.S. Pet Spending (2024)

Projected \$157B in 2025. Americans spent more on pets than on children's toys, games, and playground equipment combined.

12–15%

Pet Tech Annual Growth Rate

Global pet tech market: \$12–16B in 2025, projected \$24–53B by 2030–2035. Smart home integration is the #1 growth driver.

71%

U.S. Households Own a Pet

94 million households — up from 67% in 2019. Pet ownership accelerated during and after the pandemic.

+43.5%

Gen Z Pet Ownership Growth

Year-over-year increase in Gen Z pet-owning households (2023–2024). The fastest-growing pet owner demographic — and the most tech-native.

51%

Buy Pet Products Online

Social media drives discovery for Gen Z and Millennial pet owners. TikTok, YouTube, and Instagram are key channels.

Sources: American Pet Products Association (APPA) 2025 National Pet Owners Survey, Grand View Research, Mordor Intelligence, Fortune Business Insights

CORE DIFFERENTIATOR

Why Bells Beat Buttons

Every competitor requires dogs to learn an entirely new behavior. DingDog leverages the method millions of dogs already use.

Competitors: Push Buttons & Touch Pads

- × Requires teaching a completely new behavior
- × Dogs must press a flat button or touch a sensor pad
- × Training takes days or weeks with inconsistent results
- × Dogs often "spam" the button, creating alert fatigue
- × No connection to indoor bell training method

★☆☆☆☆ — "We've been trying for 3 weeks and our dog still won't press the button. She just stares at it."
— Typical competitor product review

VS.

DingDog: Familiar Hanging Bells

- ✓ Leverages the bell-ringing method dogs already know
- ✓ Natural paw/nose nudge — same as indoor bells
- ✓ Immediate transfer from indoor to outdoor training
- ✓ Dogs ring intentionally — self-regulating behavior
- ✓ Builds on the most popular dog training method in America

"Our dog learned indoor bells in one session and never had another accident. DingDog brings that same intuitive communication outdoors."
— The origin story of DingDog

COMPETITIVE LANDSCAPE

Feature Comparison Matrix

New entrants validate the market — but none combine bell-based training with full smart home connectivity.

Feature	DingDog	Paws2Go	CallToU WiFi	Mighty Paw 2.0
Intuitive bell training method	✓	—	—	—
Smartphone app notifications	✓	BT only	✓	—
Wi-Fi connectivity	✓	—	✓	—
Alexa / Google Home integration	✓	—	—	—
Video doorbell integration (Ring, Arlo, Nest)	✓	—	—	—
Security system integration	✓	—	—	—
Indoor to outdoor transition	✓	—	✓	✓
Weather resistant outdoor design	✓	✓	✓	✓
Plug-in receiver option	✓	—	✓	✓
No new behavior to learn	✓	—	—	—
Total Features	10 / 10	2 / 10	5 / 10	3 / 10

Key Insight: DingDog is the only product that checks all 10 boxes. The closest WiFi-enabled competitor (CallToU) covers 5 features but offers zero smart home integration and requires dogs to learn a push-button behavior. Customer reviews of competing products consistently cite training difficulty as the #1 complaint — validating DingDog's core advantage.

KEY CAPABILITIES

Built for the Connected Home



Smartphone Notifications

Push alerts to iOS and Android via companion app. Get notified wherever you are — in the house, at work, or running errands.



Smart Speaker Alerts

Alexa announces "Your dog is at the back door." Google Home displays the alert. Smart speakers become your dog's voice.



Video Doorbell Trigger

Ring, Arlo, and Nest cameras start recording when DingDog activates. See your dog and open the door — all from one app.



Security System Integration

Works with ADT, SimpliSafe, Cove, and other home security platforms. DingDog becomes part of your home's connected ecosystem.



Plug-in Receiver Chime

Traditional wireless doorbell receiver plugs into any outlet. Audible chime heard throughout the home — works without WiFi or smartphones.



Weather Resistant

Outdoor-rated design built for year-round use. Rain, snow, heat — DingDog keeps working so your dog can always communicate.

PRODUCT STRATEGY

Three Tiers, Every Price Point

A tiered strategy captures every price point — from entry-level to premium smart home.

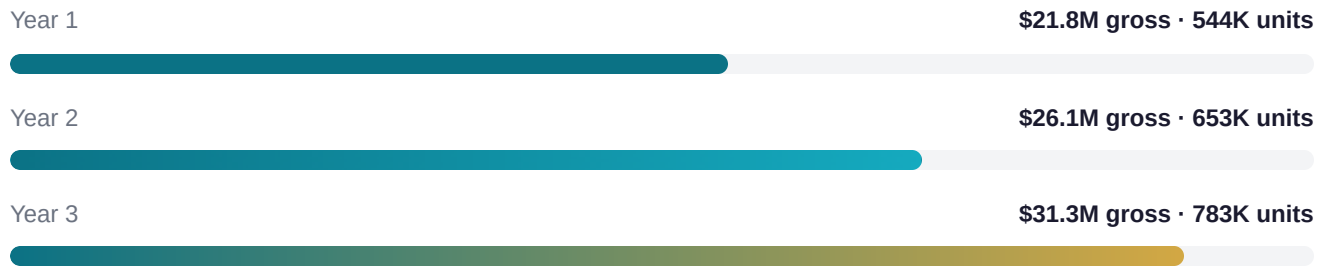
Basic	MOST POPULAR Smart	Pro
<p>\$29.99</p> <p>Suggested MSRP</p> <ul style="list-style-type: none">✓ Weather-resistant bell strap✓ Built-in wireless transducer✓ Plug-in RF doorbell receiver✓ No app or WiFi required✓ Entry-level price point	<p>\$39.99</p> <p>Suggested MSRP</p> <ul style="list-style-type: none">✓ Everything in Basic✓ Wi-Fi receiver with companion app✓ Push notifications (iOS & Android)✓ Custom alert sounds✓ Activity log & history	<p>\$59.99</p> <p>Suggested MSRP</p> <ul style="list-style-type: none">✓ Everything in Smart✓ Alexa & Google Home integration✓ Ring / Arlo / Nest camera trigger✓ Security system integration✓ IFTTT automation support

FINANCIAL OUTLOOK

Conservative Revenue Projections

Based on 0.8% penetration of 68 million dog-owning households. Blended COGS of \$20/unit, blended MSRP of \$39.99, and 20% annual growth.

Revenue Forecast



Licensing Revenue Potential

Royalty Rate (Standard)	3–7%
Year 1 Royalty Income	\$650K – \$1.5M
Upfront Licensing Fee (Typical)	\$50K – \$250K
Est. Manufacturing Cost	\$20 / unit
Gross Margin (at \$39.99)	~50%
Year 1 Gross Profit	\$10.9M

INTELLECTUAL PROPERTY

14+ Years of Patent Protection

PATENT NUMBER

US 11,315,395 B2

United States Utility Patent — granted April 26, 2022

PROTECTION EXPIRES

September 2040

~14.5 years of remaining exclusive IP protection

PATENT CLAIMS

6 Claims

Covering the pet-activated signaling device, transducer, and receiver system

FILED

September 16, 2020

Priority date establishing first-to-file protection

What the Patent Protects

The patent covers a pet-activated signaling device comprising a belt with bells and a transducer that emits an electromagnetic signal, paired with a receiving device that emits an alert. The system uniquely combines a familiar audible bell mechanism with wireless electronic transmission — enabling a dog trained on indoor bells to seamlessly communicate through an exterior version that alerts owners via connected devices anywhere in or outside the home.

PARTNERSHIP OPPORTUNITY

Natural Fit Across Industries

DingDog expands into pet tech from multiple angles — smart home ecosystems, pet product portfolios, and direct-to-consumer channels.

TIER 1 · SMART HOME

Ecosystem Expansion

For companies like Ring, Google Nest, Arlo, and Wyze — DingDog adds a new product category to existing smart home platforms. It drives hardware sales, increases app engagement, and adds subscription value. A "Ring Pet Alert" or "Nest Pet Monitor" extends the ecosystem into a \$12B+ market with minimal R&D.

TIER 2 · PET PRODUCTS

Portfolio Expansion

For companies like PetSafe Brands, KONG, and Petmate — DingDog fills a gap in connected pet communication. These companies already have manufacturing capability, pet retail distribution, and brand credibility. PetSafe's existing smart pet door and training product lines are the ideal adjacent category.

TIER 3 · DTC & RETAIL

Category First-Mover

For companies like BARK (BarkBox), Mighty Paw, and Chewy — DingDog offers a differentiated product for DTC subscription boxes, private-label exclusives, and retail shelf differentiation. Agile companies can bring this to market fastest.

Let's Bring DingDog to Market Together

We're seeking a long-term partnership with a company that has the manufacturing, distribution, or platform infrastructure to bring DingDog to millions of dog-owning households.

CONTACT

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DEAL STRUCTURE

Open to licensing, acquisition, co-development, or investment.

Patent: US 11,315,395 B2

Protection: Through Sept. 2040

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This document contains forward-looking projections that are illustrative in nature. Actual results may vary.

The information herein is provided for evaluation purposes and is confidential.