

How it began:

Tekla, the deaf dog that taught us to listen

OneMind Dogs was founded in 2012 by a group of passionate dog behavior experts, agility coaches and innovators. The OneMind Dogs method was created by one of the founders, Janita Leinonen, when her Border Collie Tekla suddenly lost her hearing in 2003. Janita was no longer able to rely on verbal commands when training and competing with Tekla.



Janita’s research and experiments eventually taught her to see training from her dog’s perspective, and she realized that non-verbal commands were a powerful and underexplored communication tool. This quickly led Janita and Tekla to being recognized for their unique, silent understanding – they went on to win several championship titles in various agility competitions! Their determination and love for each other evolved into the OneMind Dogs method.

Business

Subscription-based online business with network of **100+ certified OneMind Dogs coaches**

\$ +3M cume. rev. (70% N.A.)

+58k users, +100k community

Equity funding approx. \$ 1M

One of the five winners of the first ever Nestlé Purina UNLEASHED accelerator program

Achieved **excellent press** (e.g. Huffington post)

Part of Capital Factory program, TX

Proud sponsors of Austin Pets Alive!

50 000 owners with **100 000 dogs** have trained with the OneMind Dogs method

Booming pet market

More households with dogs than with children in the US. Money spent as on children. No end to this trend.

90M
Dogs in the US

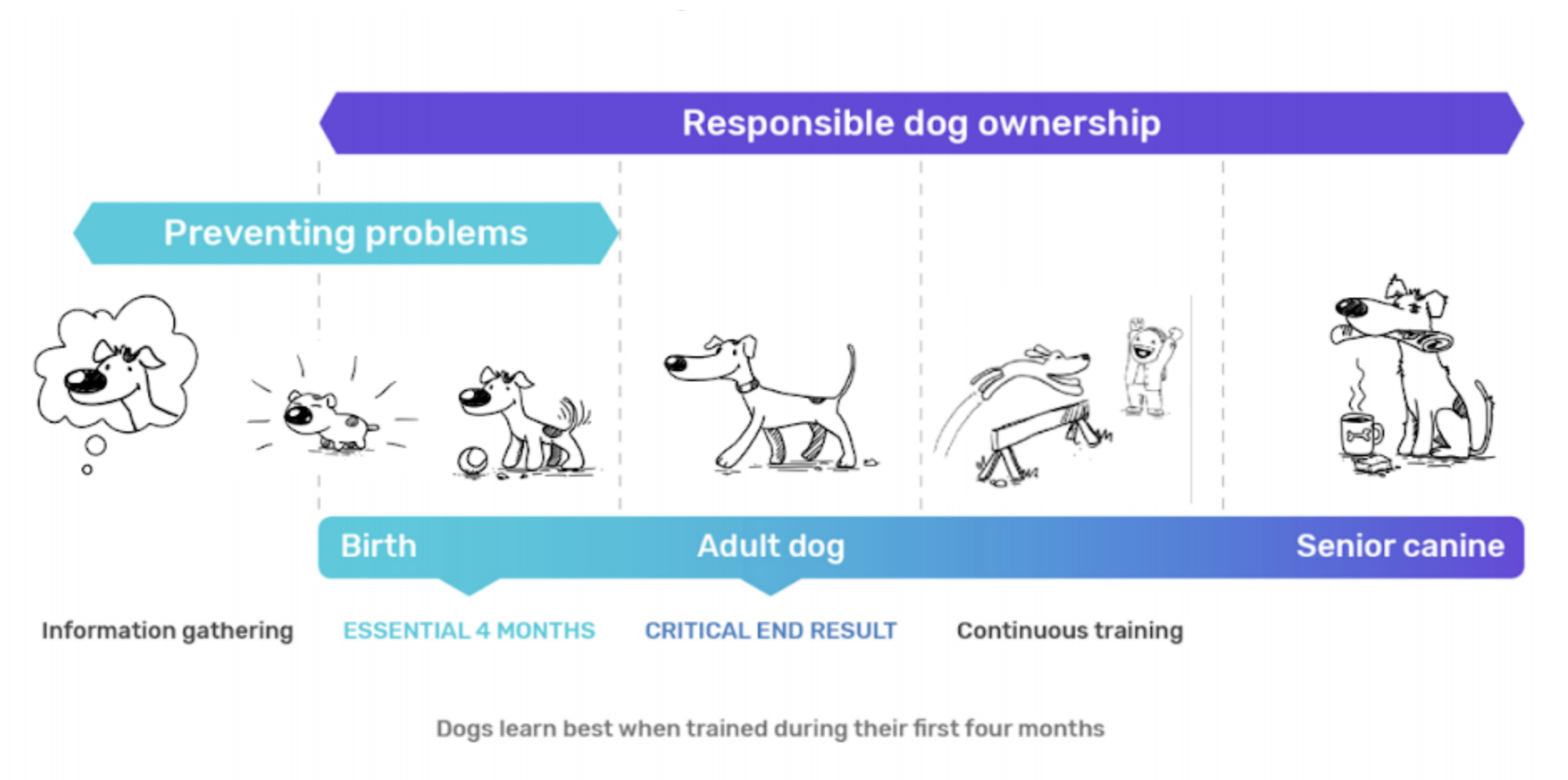
Estimated **10M new puppies** every year. 49% of households have a dog.

\$99B
Overall spend on pets in 2020.

106% increase in ten years. 65% increase in five years.

Business model:

Dog's life cycle, 8 years of training



Sources:

<https://qz.com/197416/americans-are-having-dogs-instead-of-babies/>

<https://www.statista.com/statistics/198100/dogs-in-the-united-states-since-2000/>

[https://www.americanpetproducts.org/press_industrytrends.asp#:~:text=2018%20%2490.5%20\(2018%20figures%20have,using%20APPA's%20new%20research%20methodology.\)&text=In%202019%2C%20%2495.7%20billion%20was%20spent%20on%20our%20pets%20in%20the%20U.S.&text=For%202020%2C%20it%20estimated%20that,our%20pets%20in%20the%20U.S.](https://www.americanpetproducts.org/press_industrytrends.asp#:~:text=2018%20%2490.5%20(2018%20figures%20have,using%20APPA's%20new%20research%20methodology.)&text=In%202019%2C%20%2495.7%20billion%20was%20spent%20on%20our%20pets%20in%20the%20U.S.&text=For%202020%2C%20it%20estimated%20that,our%20pets%20in%20the%20U.S.)

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