



Please provide Your name and that of your company

Rickie Roo, well my fancy name is ALCH Burway it's Like This, MAD, CGC MX, MXJ, XF, T2B, CL4, CL5-S and a bunch of other letters but no one calls me that. I am with the PM2 Dog Agility Team.

Sum your business up in a sentence.

I am a competitive athlete in the sport of dog agility, a doggie supermodel, an actress and a canine philanthipist.

What's the business model?

Since I didn't know what a business model was, I went to the interweb and I typed in WHAT IS A BUSINESS MODEL and they didn't have any for doggies, but did have one for dummies so I read that and found out that they really want an answer to a much more direct and basic question: "How do you plan to make money?". My response to that is that I plan to be as happy and friendly as I can and make myself available to those who need me to share info about their company and in return they will help me when I need help either with reciprocity (that means trading equal value stuff) or by paying me in money, which I can then use to buy my meatballs, or plane tickets or whatever.

Who's your target customer?

Dog Lovers and others who want to promote their businesses to a wide variety of people

What customer problem or challenge do you solve? I solve the problem of finding new people to share their info with by using my social media skills to share the word.

What value do you deliver? I am known as a top canine athlete with a direct and honest approach. If I say something is NEATO then it is. If I share with my contacts that something is NEW and EXCITING they look at it. Basically I tell my friends about stuff and they believe me and then they share it too.

How will you reach, acquire, and keep customers?

I use social media a lot and I go to a lot of events where people know us.
How will you define and differentiate your offering? Not too many dogs do what I do so that issue takes care of itself.

How will you generate revenue?

By being healthy, happy, honest and friendly. By being a good example and sharing my love of new products and offerings others want to become involved and then they offer product or monetary compensation for my time.

Who are your competitors?

I don't know of any.

What's your USP?

Again, to the interweb I go. OOOH That means UNIQUE SELLING POINT. Meaning what makes me so special. Well, for one thing I'M A DOG. A super cute sassy one that can type on a computer. That's pretty unique.

How have you funded it so far?

I fund the money for our teams dog food by being a spokes doggie for By Nature Pet Food. I love their food so when I needed food, I wrote them and told them WHY they should sponsor me and the team and they met me and my mom and they agreed that giving us dog food in

exchange for me giving out samples and talking about their product was a super good deal for both of us.

When I wanted to go to Westminster Kennel Club Dog Show last year, I needed to raise my airfare, my hotel, and other expenses. I get paid for stuff I do in meatballs 'cause that's what I like. The airline did not want meatballs as payment so I had to earn money. I made a dog treat cookbook and sold it on facebook to my friends. A printed copy was 20.00 and an e version 5. If you bought the hardback printed copy you also got the e version free. I put in coupons for dog food, info on DNA testing and other goodies in there too. We made enough to pay for my airplane ride AND for a limo to take us to and from the airport in style.

What were you doing before?

I've always worked ever since I was a puppy and moved to Los Angeles. My first job was as a dog calendar model.

Where did the idea come from?

My mom.

What's the smartest thing you've done so far?

The smartest thing in business that I've done so far is turn down a very high paying job because I did not believe in the companies product or business practices. If I don't believe it in whole heartedly, I have to turn the offer down.

What's the one thing you would do differently?

I would have started twitter earlier instead of sticking to just facebook. My facebook was great until they decided I was a celebrity and made me change my page and then all my interactions with my 3000 plus friends practically died.

If your business was a flavor of ice-cream, what would it be?

oh my. It would have to be Frosty Paws 'cause dogs aren't supposed to have ice cream.

What outside ideas have inspired you?

Well when I watched the NASCAR race on TV I noticed that when they win they always say thank you to their sponsors. So I make sure I personally thank every person that helps me along the way.

Where are you going to be in 12 months' time?

Hopefully I'll be preparing for the 2017 Westminster Kennel Club Master Agility Challenge again. It's holiday time so I'll be collecting for Operation Santa Paws too and probably I'll be super famous.

What's the best financial advice that you have received, that you would like to pass onto our audience?

A meatball in the paw is better than 2 in the fridge!

What 3 attributes are most important to you if were going to hire somebody? hardworking, positive attitude, loves dogs.

Find out more about /twitter.com/REALRickieRoo or

<https://www.facebook.com/rickie.roo>