

SAY GOODBYE TO UNPREDICTABLE OUTINGS WITH YOUR DOG.

Tail Trails is a mobile app and community that creates user-generated trails tailored to every dog's individual needs — giving owners the confidence to explore new routes, discover new places, and enjoy being a dog owner again.

THE UNIQUE IDEA Tail Trails is the only trail discovery platform that personalises route recommendations based on an individual dog's profile — breed, age, reactivity, anxiety, prey drive and more — using a live compatibility score powered by community-generated data. The more people use it, the better it gets for every dog.

THE PROBLEM

Dog owners with reactive, anxious, senior or high-prey-drive dogs have **no reliable way to find walks that suit their dog's specific needs**. The result: the same walk, every day.

- ▶ Reactive & anxious dogs — fear of unknown environments
- ▶ Senior dogs — no terrain or gradient data
- ▶ High prey drive — no off-lead safety information
- ▶ Social dogs — no community layer to find busier routes

THE SOLUTION

A GPS trail recording app with a **personalised matching algorithm** that scores every route against each dog's profile. Built on community-generated data — trails, reviews, photos — that compounds in value over time.

Dog Profile

% Match Score

GPS Recording

Reviews

Collectables

Community

Available on iOS & Android — beta live May 2026.

“ There is no reliable way for dog owners to find walks that meet their dog's needs. Every time I go somewhere new it ends up being worth it — I'm trying to get more confidence and just live life.

— Dog owners & local dog trainer interviews, Lagos Portugal · 94% of 65 dog owners interviewed confirmed the problem

TRACTION & VALIDATION

65

USER INTERVIEWS

94%

VALIDATED PROBLEM

36

WAITLIST SIGN-UPS

30+

TRAILS IN BETA WK 1

🏆 **TechStars Startup Weekend Lagos — 1st Place.** Judges cited: a strong and underserved market, significant long-term data value, and a compelling community-driven growth model.

BUSINESS MODEL

Freemium model focused on MAU growth. Free tier drives community and data accumulation; premium tier unlocks advanced features at **€2.99/month**, targeting 5% conversion of free users.

Affiliate Sales — Y1 Launch

Freemium — Y1 H2

Walker Marketplace — Y3+

GO-TO-MARKET

Place-based community rollout — Lagos first (5,000 dog owners in catchment), then 9–10 Algarve towns, then national.

- Animal shelters, vets & dog trainers
- Direct person-to-person at walking spots
- Branded Tail Trails pack walks & training events
- Micro-influencer UGC social accounts

FUNDING ROADMAP

NOW → AUG 2026

BOOTSTRAP

Self-funded

Build & launch. Reach 1,000 MAU in Lagos through 6 organic community channels.

TRIGGER: 1,000 MAU

PRE-SEED

€10–25k

Strategic sponsor (pet retailer). Paid ads, Algarve influencer partnerships, branded events & brand trademark registration.

TRIGGER: 10,000 MAU · FEB 2027

SEED ROUND

~€100k

Iberian Peninsula expansion via local champions model. National scale infrastructure.

THE TEAM

NM

Nick Madge

BUSINESS & PARTNERSHIPS

17 yrs project & product management. Business transformation & software delivery.

JS

Jessica Sharp

MARKETING & COMMUNITY

Head of Marketing @ Bandi App. Content marketing & freelance consultant.

JT

James Twose

FULL-STACK DEVELOPER

Software engineering, medical tech & behavioural data. Published research in neurological monitoring.

CV

Carlos Vieira

DESIGNER, UI/UX

Web design & community management across Web3, gaming & metaverse platforms.



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