CANINE CONCIERGE℠

ON-DEMAND SMILE DELIVERY

TIMELINE 2022 - 2024

December 23, 2022

Renter's Insurance

Principal Business Address
1021 Elden Street, 106
Herndon VA 20170
SOURCE: STATE FARM

January 16, 2023

Business Plan

Research and draft business plan

January 27, 2023

Business Plan - Strategic Goals

Develop a robust online presence
Develop a strong brand identity
Increase awareness of the therapy dog program
Develop a network of partners and alliances
Develop a sustainable business model
Develop a strategic marketing plan
Develop a strategic financial plan
Develop a strategic operations plan
Develop a strategic human resources plan
Develop a strategic technology plan
Develop a strategic research and development plan
Develop a strategic community outreach plan
Develop a strategic fundraising plan
Develop a strategic public relations plan
Develop a strategic sales plan
Develop a strategic customer service plan

February 2023

Contacts Database

Data collection via Chat GBT

PHILANTHROPY

GRANTS

SPONSORS

restaurants, jewelry stores, pharmacies

PARTNERS

pet stores, government officials

February 27, 2023

Living Will

Legal Zoom Order: 76192805

Notarized: March 6, 2023

Power Of Attorney

Legal Zoom Order: 76192805

Notarized: March 6, 2023

February 27, 2023

March 2, 2023

Nonprofit 501c(3) Application

Legal Zoom Order: 76245318

Articles of Incorporation: March 8, 2023

Websites Development

GoDaddy Order:

canineconcierge.vip - In Progress

canineconciergecorp.com - In Progress

k9concierge.vip - Pending

March 14, 2023

March 15, 2023

CCC Business Liability Insurance

State Farm Policy: 96-EU-D547-7
Business in Residence Premises
https://canineconcierge.vip/liability-insurance

March 2023

Contacts Database

Washinton Mystics
Washington Wizards
Washington Nationals
Washington Commanders
Washington Capitals
D.C. United

PLUS MANAGEMENT AND STAFF OF EACH TEAM

March 24, 2023

IRS Charitable Tax Receipt

Required by IRS for contributions $250.00 and above. Data collection and formatting are available on the websites.

March 26, 2023

ATT Dog Reservation Agreement

Memorandum of Agreement between host facility and CCC after booking reservation. Available on the website: **https://canineconcierge.vip/aat-appointment-contract**

March 27, 2023

CCC Logo Development

Awarded to 99designs of VistaPrint

Designer: omrolas99d

CCC Marketing Designs

Awarded to 99designs by VistaPrint

Designer: omrolas99d

March 2023

March 27, 2023

Website Privacy and Do Not Sell

https://canineconcierge.vip/privacy-policy

https://canineconcierge.vip/do-not-sell

PSA: HULU

Don't forget about your invitation to gain early access to our new self-service platform, Hulu Ad Manager! Run your ads alongside some of TV's biggest hits, using precision targeting and easy-to-use campaign tools. With a minimum budget of $500, Hulu Ad Manager makes it easy for businesses of any size to reach out highly engaged audience.

Start streaming your ads now!

March 27, 2023

April 4, 2023

CCC Pledge Form

https://canineconcierge.vip/pledge

CCC Bylaws

https://canineconcierge.vip/bylaws

April 8, 2023

April 10, 2023

CCC Marketing Materials

Awarded to 99designs by VistaPrint

Order: 785676 Designer: omrolas99d

Letterhead and Envelopes

Presentation Folder

Marketing Image #1

Marketing Image #2

April 2023

CCC Pending

VA BUSINESS LICENSE

BACKGROUND (Criminal, DMV, Credit)

CONTRACTOR AGREEMENTS

AAT PREP COURSE - HANDLER

DOG SUPPLIES

AKC PUPPIES PURCHASE

AAT DOG INSURANCE

AAT DOG+HANDLER TRAINING

PUBLIC SERVICE ANNOUNCEMENTS

FUNDRAISING EVENTS

April 12, 2023

IRS Employer Identification Number

92-XXXXXXX

April 13, 2023

Extended Stay America Dog Fee

Extended Stay America Washington DC Herndon welcomes two pets up to 75 lbs. The additional fee is $25 per pet, per night (up to $150 per pet for the first month and $50 per pet each following month)

Extended Stay America Dog Fee

Extended Stay America rent, housekeeping, and Internet is $1,610.

May 2023

CCC Pending

AMAZON BUSINESS ACCOUNT - April24
AMAZON PARTNERSHIP REQUEST
VA BUSINESS LICENSE - Submitted Application - June 12
CHASE / AMEX BANK ACCOUNTS
BACKGROUND (Criminal, DMV, Credit)
CONTRACTOR AGREEMENTS - Completed
AAT PREP COURSE - HANDLER
DOG SUPPLIES
AKC PUPPIES PURCHASE
AAT DOG INSURANCE
AAT DOG+HANDLER TRAINING
FAIRFAX COUNTY LIBRARY CARD - May19
PUBLIC SERVICE ANNOUNCEMENTS
FUNDRAISING EVENTS

Social Media Accounts - Pending

FACEBOOK
YOUTUBE
INSTAGRAM
TELEGRAM
PINTEREST
TWITTER
REDDIT
TUMBLR
LINKEDIN - June 1
THREADS

(Launch dependent on IRS 501c(3) &
VA Business License delivery}
PAYPAL AND GOFUNDME
ARE ALREADY ESTABLISHED & OFFLINE

May 2023

June 2023

CCC Ideas Resolved

June 01

Picked up Fairfax Library Card for PSA research.

Enabled LinkedIn social media, received 10% response rate.

Temporarily disabled donation processing and "501c(3)" references from websites

June 02

Evite Save The Date invites updated to July 17 for beta launch

June 10

VA Business License

Filed: June 10
Called for status: July 24
Received callback: July 25
No license yet

Although **Virginia doesn't have a general business license requirement**, you do have to register with the Department of Taxation and get a Virginia State Tax Account Number.

Filed VA business license application

June 12

Installed TotalAV security app on business mobile

Linked Employment Application to job descriptions

Linked HR Handbook and Agreements

June 13

Access DB for Daily Minutes = ONLINE

June 14

Uber's A.I. partnership request and supporting documentation submitted

June 15

Local high-end car dealerships added to Sponsors DB

June 22

Purchased "canineconciergecorp.org" forwarded to "canineconciergecorp.com"

June 30

PSA Competition emails sent to university program directors: AMU, GMU and UMD for contact information verification.

July 17, 2023

Website Beta Launch

canineconcierge.vip beta launch via Evite Save The Date

(Release dependent on IRS 501c(3) & VA Business License delivery)

Evite beta launch

canineconciergecorp.com

SEO and Google Searchable

July, 2023

Print Marketing Materials Release

USPS mail first groups of fundraising letters with presentation folder, business card, and business plan.

(Release dependent on IRS 501c(3) & VA Business License delivery)

PARTNERS

PHILANTHROPISTS

VA GOVERNMENT OFFICIALS

SPONSORS

SAVE THE DATE Evites

changed to August 01 due to LegalZoom 7/20/23 notice of completion

Amendment to Articles of Incorporation required to proceed with 501c(3) tax-exempt status application

August 2023

Better Business Bureau Accreditation

August 11 - Application submitted.

(In Progress)

Fundraising

University PSA Competition discontinued, revamped as Fairfax High School PSA Competition - December 2023

Principal invitations were mailed September 6. and October 20.

(Suspended, no response)

September, 2023

Fundraising Contacts DB Additions

Fairfax government officials

NFL Commanders, teammates, and staff

A-Lister animal/medical contributors

Local and national brand pharmacies

September 1

LegalZoom confirmed Virginia approved the nonprofit amendment and the document will be received next week, allowing them to proceed with the IRS 501c(3) tax-exempt application.

Updated posted September 12.

September 30

LegalZoom filed IRS 501c(3) application.

90-day processing window.

October 2023

Fundraising

October 2

Mailed print media press release

October 8-9

Launched all social media platforms:

Facebook, Instagram, YouTube, Pinterest, Reddit, Tumblr, LinkedIn, X, GoogleBusiness

AKC Dog Purchase & Obedience Training

Purchase and training DELAYED pending IRS approval of 501c(3) tax-exempt status, and contributor outreach.

November 2023

November 1

TV station PSA outreach - specific guidelines

Fairfax County Times

November 17

PETS AND ANIMALS Feature

"Herndon Man Launches A New

Animal-Assisted Therapy Organization

To Honor His Dog"

November 11

Local Newspaper

(feature interview, re: press release)

November 15

Extended Stay legal denied Home-Based

business Herndon Zoning Inspection Permit.

November 30

Commonwealth of Virginia

State Corporation Commission (granted)

CERTIFICATE OF GOOD STANDING

October 2023

Fundraising

October 2

Mailed print media press release

October 8-9

Launched all social media platforms:

Facebook, Instagram, YouTube, Pinterest,

Reddit, Tumblr, LinkedIn, X, GoogleBusiness

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November 2023

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TV station PSA outreach - specific guidelines

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Local Newspaper

(feature interview, re: press release)

November 15

Hotel's legal denied Home-Based business Herndon Zoning Inspection Permit.

November 30

Commonwealth of Virginia

State Corporation Commission (granted)

CERTIFICATE OF GOOD STANDING

December 2023

Fairfax High School PSA Competition

(Suspended, no response)

Social Media PSA Competition - Under Development

RestonNow

January 10

FFXNow Feature

~~Obedience Training~~

December 1

Signed lease for new office address.

13800 Coppermine Rd | Herndon, VA 20171

Moved forward with the Fairfax Commercial Zoning Business License application.

December 3

Emailed Merry Newsletter; subscription request.

December 22

Fairfax County Business License granted

December 29

January 2024 Press Release emailed

Fairfax gov officials emailed Introductory

December 30

"Herndon retiree launches Canine Concierge to provide free dog therapy services"

InsideNoVa

January 11

Feature

"Herndon retiree launches Canine Concierge to provide free dog therapy services"

IRS 501c(3) deadline missed, PENDING,

January 2024

January 01

Social Media Advertising Campaigns - Live (Facebook)

January 09

Issued the first round of major insurance companies' AAT coverage appeal letters.

January 31

HULU Streaming TV Commercial - Live

February 2024

February 01

Social Media Advertising Campaigns - Live (Google, Facebook)

February 10

HULU Streaming TV Commercial #2 - Live

February 12

PSA submitted for review - Top 10 DC TV

February 13

Capitol Hill & Health Insurance Provider AAT Insurance Request Letters Mailed

February 26

Local Nonprofits Introductory Letters Mailed

29 February

IRS 501c(3) Secondary Dept Review Referral - 45 days (April 15)

March 2024

March 01

Monthly Newsletter Released

March 04

Non-501c(3) Grant Eligibility Requests Mailed

March 09

Board of Directors Advertising (Facebook, Indeed, Reddit)

March 19

Spring Press Release Scheduled Release

April 2024

Animal-Assisted Therapy Training

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam luctus libero consectetur ligula fermentum euismod.

May 2024

Animal-Assisted Therapy Training

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam luctus libero consectetur ligula fermentum euismod.

June 2024

Animal-Assisted Therapy Training

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam luctus libero consectetur ligula fermentum euismod.

July 2024

Canine Concierge - Business As Usual

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam luctus libero consectetur ligula fermentum euismod.