

The app your puppy owners open every morning, built around your method.

This proposal outlines the product and build portion of the Peace Love Dogs training app: what we learned from Puppr, how the app can be tailored to the way you train, and what it takes to build, launch, and maintain it.

Amanda's course strategy and content work can run alongside this product and development track.

Play. Stay. Learn. Love.

PROPOSAL FOCUS

Product strategy, technical discovery, GHIL-connected app build, launch support, and long-term growth partnership.

BUSINESS CONTEXT

\$3M your business today

\$1M the goal for this venture

100% owned by you, day one

00 Executive summary

Peace Love Dogs already has what most training apps do not: real trainers, a real facility, a proven business, and a high-trust service model that can extend far beyond a basic subscription product.

Puppr is the right reference point. It proves that dog owners are willing to use a mobile training app for lessons, reminders, progress tracking, and trainer support. But Peace Love Dogs has the opportunity to build something more valuable than a standalone app subscription.

The app can become a national front door into the business you already run.

A puppy owner can find you from anywhere, start with the puppy course, get support when they stall, and move naturally into higher-value offers such as virtual sessions, board-and-train, in-person intensives, or recommended products.

The recommended path is not to start with the most expensive version of the app. We can absolutely take this to the App Store and Google Play. The smarter first move is the most ownable version: a GHL-connected backend and a custom branded, mobile-first PWA that customers can use from their phones, launching faster and connecting cleanly to your existing systems, with native iOS and Android release as a defined Phase 3.

This proposal is structured in four phases:

- **Phase 1: Product & Technical Discovery.** Turn the Puppr study into a build-ready product spec.
- **Phase 2: PWA Build & Launch.** Build the first live, customer-usable app experience as a mobile-first PWA.
- **Phase 3: Native App Store Release.** Package and submit to iOS and Android once the PWA is live, tested, and ready.
- **Phase 4: Maintenance & Growth.** Maintain, support, publish new content, and optimize the product over time.

01 What we learned from Puppr

Puppr is the right reference. Peace Love Dogs can build the stronger business asset.

Puppr is polished, proven, and already shows what puppy owners are willing to use. Its model combines dog training lessons, progress tracking, reminders, live trainer chat, and subscription pricing.

The opportunity for Peace Love Dogs is that you have something Puppr does not: real trainers, a real facility, and a \$3M business to plug people into.

Puppr sells an app subscription. Peace Love Dogs can use the app as a national entry point into a much larger business model.

02 What we keep from Puppr

Live trainer chat

This is one of Puppr's strongest features. Owners need help with real-life problems: potty training, anxiety, pulling, crate training, barking, and overwhelm. For Peace Love Dogs, this is natural because your trainers are the product.

Lesson library, basics first

The app should launch with puppy-stage training first, then expand into adolescence, advanced training, and tricks over time.

Progress, streaks, and badges

These features keep owners motivated and help turn training into a repeatable daily habit.

Built-in tools and quick-reference steps

The app should be useful during the actual training session, not only when someone has time to sit and watch a full course.

03 What Peace Love Dogs can do better

Real video, delivered two ways

Your long-form lessons can be turned into both full lessons and short clips. Owners who want the "why" can watch the full training. Owners in the middle of a problem can replay a quick clip from their phone.

Trainer chat that becomes a funnel

When an owner is overwhelmed, that is not just a support moment. It is a natural point to offer a virtual session, board-and-train path, fly-to-Texas intensive, or the next right product.

Daily reminders with intent

Potty training, crate training, and daily practice reminders should be tied to the puppy's actual stage rather than generic push notifications.

Product recommendations that support the journey

Peace Love Dogs can recommend the gear you actually trust at the exact moment it is needed, creating a second revenue line without making the app feel like an ad.

04 What we skip at launch

A sprawling 100+ lesson library

The first version does not need to match Puppr lesson-for-lesson. It should launch focused on the puppy stage and grow monthly. Depth becomes a selling point over time, not a launch blocker.

A heavy social community

Photo challenges, community wins, and social features can be valuable, but they should be phase two once the core app is working and loved.

Native App Store release before the first version is proven

We can absolutely take the app to iOS and Android. The smarter path is to launch the first working version as a mobile-first PWA first, then

move into App Store and Google Play release as Phase 3 once the product, content, and user journey are ready.

05 Why this app is different from Puppr

Puppr sells an app subscription. Peace Love Dogs can build a national front door to the business it already runs.

A puppy owner in Ohio buys the course, hits a wall at week three, and messages a trainer. That moment is where Puppr stops and Peace Love Dogs keeps going.

The owner can be offered a virtual session, a board-and-train path, a fly-to-Texas intensive, or the next right offer. The app does not sit separately from the business. It feeds the business.

They find you anywhere	A first-time owner downloads the app and starts the puppy course. No trip to Texas is needed to become a customer.
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They reach a trainer	When they get stuck or overwhelmed, they can message in. The system also catches the owners who quietly stall and nudges them back.
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They become a client	Virtual sessions, board-and-train, in-person intensives, and product purchases become natural next steps. The high-ticket revenue you already earn can now be fed nationally.
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06 How the million adds up

Priced against Puppr's real numbers, not a guess.

Puppr charges about \$100 a year. That means the app alone is a volume game, while the higher-ticket support and in-person upsell become the multiplier.

These are illustrative paths, anchored to that real price point. The final model should be sized during discovery against your audience, offers, and conversion data.

App alone: approximately 10,000 subscribers at \$100/year

Matching Puppr's annual price, the app by itself reaches \$1M only at real scale. Possible with your reach, but a longer climb on its own.

Blended model: approximately 4,500 subscribers plus products and tiers

A smaller subscriber base, combined with product recommendations and higher-priced advanced courses. The app creates reach, while the catalog creates margin.

The multiplier: a small percentage moving into higher-ticket help

If even a small percentage of users book a virtual session, board-and-train, or intensive, that line can rival the subscription base. This is the real opportunity, and it is specific to Peace Love Dogs.

These are illustrative models anchored to Puppr's published annual price. Exact pricing, offer ladder, and conversion assumptions should be confirmed during discovery before final projections are made.

07 The app experience

What puppy owners actually open every morning.

The app should take the features that make Puppr sticky and rebuild them around your method, your brand, and a real trainer on the other end of the chat.

Daily plan and reminders

Stage-aware nudges for potty training, crate training, practice sessions, and daily habits, so owners know exactly what to do next.

Long lessons and short clips

Record once, deliver two ways. Full lessons for owners who want the deeper explanation, and short clips for the moment they are on the kitchen floor trying to solve the problem.

Live trainer chat

Real answers from real trainers, with a natural bridge to virtual sessions, board-and-train, and in-person services.

Progress and badges

Owners see how far they have come, which keeps them motivated and consistent.

Product picks

Trusted gear recommended in context, creating a second revenue line that supports the training journey.

Built-in clicker

A small but useful tool that keeps the phone in hand during the actual training session.

Community, phase two

Photo challenges, wins, and community moments can be added once the core product is working and loved.

08 Retention and completion

Most people never finish. We design around that from day one.

Most people never complete the online courses they start. The owners who do finish are more likely to get results, leave reviews, refer friends, and trust you with the next offer.

So completion is not a nice-to-have. It is the whole strategy.

They stall	Someone stops three lessons in. The GHL automation sees it the moment it happens.
The nudge fires	An on-brand message checks in: "Is the pup okay? Are you stuck? Here is the clip you need, or message a trainer."
We catch the overwhelmed	If they are drowning, that is the moment to offer a session, an intensive, or a more hands-on path. Help now, upsell naturally.
They finish, and tell people	Completion drives results, reviews, referrals, and confidence. The retention engine becomes the growth engine.

09 How it is built

The highest level is not "most expensive." It is "most ownable, in the right order."

Puppr is a native app, so the instinct is to start there. We can absolutely take Peace Love Dogs to the App Store and Google Play. The smarter sequence is to launch the first working version as a mobile-first PWA: branded, installable, connected to GHL, and usable from a phone.

The PWA is not a placeholder. It is the first live app version customers can use from their phones. Once the product, content, and user journey are proven, we move into native release with a clearer scope and far less guesswork.

Launch · the business engine: GoHighLevel backend

GHL becomes the operating layer for the product. It can support payments, memberships, course hosting, emails, automations, segmentation, and owner follow-up. Because you already run GHL, this keeps the customer journey inside a system you own and avoids adding another unnecessary platform.

Launch · what owners touch: Mobile-first PWA

A branded Peace Love Dogs app experience installable from the browser, with lessons, clips, reminders, progress, clicker, product picks, and trainer chat. This is the first customer-usable app version. Owners can access it from their phones before the native App Store release.

Phase 3 · Native App Store release

Once the PWA is live, tested, and ready, we package the app for iOS and Android, prepare the App Store and Google Play assets, handle testing, submission, review, and native launch. Starting with a PWA keeps the first version faster, easier to update, and easier to connect to GHL, while native release remains fully open as Phase 3 once the product is ready for the app stores.

You own the account, the code, and the audience. We keep one admin seat to build, maintain, and grow alongside you.

10 Development engagement

Four phases. You know exactly what you get at each one.

PHASE 1

Product & Technical Discovery

\$4,500

one-time

The pre-research on the build side. This is where we turn the Puppr study into a concrete product spec and de-risk everything that follows.

- Full Puppr teardown and feature decisions tailored to Peace Love Dogs
- App spec: screens, flows, reminders, clip model, and chat model
- GHJ architecture and "Operation Puppy" segmentation plan
- Video and content pipeline spec for monthly updates
- Build roadmap, timeline, and final Phase 2 priorities

PHASE 2

PWA Build & Launch

\$5,500 / month

estimated 3–5 months

We build the first working app experience as a mobile-first PWA: branded, installable, connected to GHL, and usable from a phone. This is the version customers can start using before the native App Store release. Owners can access the puppy-stage lessons, clips, reminders, progress, product picks, and trainer chat through the app while we continue improving the product and preparing the native path. The PWA is not a placeholder. It is the first live, customer-usable version of the app.

This is not a runaway meter. Most builds are expected to land within this 3 to 5 month window, with 5 months treated as the outer limit rather than the expectation. You will have a working app experience on your phone during Phase 2, before the native App Store release.

- GHL configured for hosting, tiers, checkout, and automations
- Mobile-first PWA with lessons, clips, reminders, progress, and clicker
- Trainer chat and the in-person upsell flow
- Product picks and recommendation structure
- Video pipeline for upload, chapter, clip, and publish
- Puppy-stage launch build
- Testing, handoff, and launch support

The final build timeline depends on the Phase 1 spec, content readiness, feature priority, and revision pace.

PHASE 3

Quoted separately

Native App Store Release

once Phase 2 is live and ready

Once the PWA is live, tested, and the first user journey is working, we package the app for iOS and Android, prepare the App Store and Google Play assets, handle testing, submission, review, and native launch. This phase is not required to validate the product, but it is the clean path into the app stores once the app is ready.

- iOS and Android release planning
- Native wrapper and build preparation
- App Store and Google Play listing assets
- Testing and review support
- Submission and launch support

PHASE 4

from \$1,500 / month

Maintenance & Growth

after launch

After launch, the project moves into maintenance, support, and growth. The exact monthly support level will be reviewed as the app develops, based on user volume, support needs, content publishing pace, and the feature roadmap. The product is never finished, and "new training every month" becomes one of your strongest selling points.

The \$1,500 per month includes maintenance, automations, support, and publishing approved monthly content into the app. Heavy video editing, production, and raw footage breakdown are scoped separately or handled through Amanda's content track.

- Maintenance, monitoring, and support
- GHSL automation updates and adjustments
- Monthly content publishing support
- Bug fixes and performance improvements
- Feature improvements based on real user behavior
- Ongoing optimization toward the \$1M goal

This proposal covers the product and build portion. The course curriculum, content coaching, and audience work can run on Amanda's track alongside these phases.

11 Timeline

Built around Katie's June course-planning session, with a customer-usable app path before the App Store.

Now → Mid-June	Phase 1. Puppr study finalized and the app spec built, ready before Katie sits down.
June 18–23	Katie's session. Katie defines what goes in the course, guided by Amanda's framework. No filming pressure at this stage.
Summer	Phase 2 PWA build. The mobile-first app experience is built in sprints: GHIL backend, puppy-stage lessons, clips, reminders, progress, product picks, trainer chat, testing, and launch support.
During Phase 2	First customer-usable version. Owners can begin using the PWA from their phones before the native App Store release. This is the first live app version, not a placeholder.
Phase 3	Native App Store release. Once the PWA is live, tested, and ready, we package and submit the app for iOS and Android.
Ongoing	Phase 4. Maintenance, content support, automations, improvements, and growth as the app scales.

12 Where we go from here

Approve discovery, and we start before Katie's session.

Phase 1 is low-risk and high-clarity. It turns the Puppr study into a build-ready spec, so when Katie's content lands, we can move fast.

From there, Phase 2 builds the first customer-usable app experience as a mobile-first PWA, with the App Store path open as Phase 3.

Let's build the first version.

Next step: approve Phase 1, Product & Technical Discovery.

13 Why us

We have built complex operational apps before

A full custom app for an entire real estate brokerage, one of the messiest operations there is. A training app has a much cleaner product architecture.

We did the homework

We studied the actual product you pointed at, priced against its real model, and tailored every feature to where Peace Love Dogs can be stronger.

You own all of it

Your GHL account, your code, your audience. We earn the long-term relationship by being useful, not by holding your keys.

Peace Love Dogs · Play. Stay. Learn. Love.

The product & build portion · prepared by Tomas with Amanda · Confidential