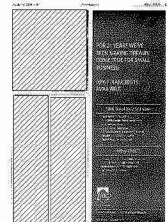




# Entrepreneur Profile

**PAUL MANN**  
FOUNDER AND CEO, FETCH PET CARE

**What it does:** Provides at-home petsitting and dogwalking nationwide.  
**HQ:** Berkeley.  
**2006 revenue:** \$1.6 million.  
**Number of employees:** 10. (1,500 people working in franchise network.)  
**Year founded:** June 2002.  
**Source of startup capital:** Savings, and a small family loan.  
**Background:** Founder and CEO of Informative Inc. Prior to that, co-founded a high-tech job placement firm in New York. Previously worked for IBM, Estee Lauder and his family's health and beauty aids products company.  
**Age:** 41.  
**Residence:** Berkeley.  
**Web site:** [www.fetchpetcare.com](http://www.fetchpetcare.com)



## Big picture

**Reason for starting business:** I couldn't find pet care for my pets over the holidays. I called everyone and got few responses and the people I met didn't seem professional or reliable. I saw that there was a hole in the industry.

**Most difficult part of decision:** The difficult part was at what pace would I grow the business to ensure that I could always deliver absolute customer satisfaction at every stage of our growth.

**Biggest plus of ownership:** I get a lot of personal satisfaction that we're providing the most professional loving care of pets for their owners.

**Biggest drawback:** It's so time-consuming, in terms of my day and my time with family.

**Biggest misconception:** That it's just dogwalking and petsitting. There is a lot of detail that goes into this business.

**Biggest business strength:** I have a lot of passion and drive. I really enjoy creating and growing businesses. I sweat the details.

**Biggest business weakness:** I want everything now. I'm impatient.

**Biggest risk:** Rapid expansion. We've expanded to over 1,300 cities and towns in 32 states. We've done it successfully. It's not something everyone can do. It's a logistical challenge on every level.

**Biggest mistake:** Not delegating to others sooner.

**Smartest move:** Bringing on those people has enabled me to have a well-running machine that I can rely on.

**Top source of inspiration:** My franchisees. They are dedicated, hardworking entrepreneurs who are committed to providing great service.

## Daily routine

**Most challenging task:** Time management.

**Favorite task:** Constant improvement. I love to look at the business and challenge my mind to say 'what can we do better every day?'

**Least favorite task:** Accounting and software programming — which I

have now outsourced to consultants.

**Biggest frustration:** The pet care industry overall. There are lots of independent sitters who are very loving and caring but not great business people. Some of their actions affect the perception of pet care.

**Sources of support in a business crisis:** My staff. Paid consultants. My wife.

## Dreams

**Key goal yet to achieve:** Creating corporate partnerships to provide professional pet care to companies, employees and clients nationwide.

**First move with capital windfall:** Enhance our marketing and business development efforts.

**Five-year plan:** Fetch Pet Care will have national presence in every state, major city and town and our brand will be a premier household name.

**Inducement to sell:** No. Having started two other companies prior to this, and worked in large and small businesses, this is my favorite job of all.

**First choice for new career or venture:** Giving back to the community and to those in need through creating educational programs and events.

## Personals

**Most-admired entrepreneur:** My dad.

**Most interested in meeting:** Michael Jordan. He was my first inspiration.

**Stress reducers:** Swimming. Playing with my two cats, Finnegan and Marley.

**Favorite pastimes:** Playing with my son, snowboarding, traveling.

**Favorite book:** "The Giving Tree," is a book I read to my son that I love.

**Favorite film:** "So I Married an Axe Murderer."

**Favorite restaurant:** The Townhouse Grill, Emeryville.

**Favorite destination:** Barcelona.

**Automobiles:** I drive a Mini Cooper and a Mitsubishi Montero. And an old Porsche.

— Elizabeth Browne ■