



What is Rover?

Rover.com® is The Dog People—the nation's largest network of 5-star pet sitters and dog walkers. Rover offers in-home dog boarding, house sitting, drop-in visits, dog walking, and daycare. Through Rover's straightforward website and app, anyone can easily find, message, and book a pet care provider who'll treat their dog like family. Pet parents aren't just booking Rover sitters—they're connecting with bona fide dog people who'll go the extra mile for the pets they care for. We're the treat-your-dog-like-family-when-you're-away dog people.

Our Mission

At Rover, our mission is to make it easier to have a dog in your life by removing common pet care obstacles, ensuring dogs nationwide are happy and well-cared-for even when their human is away, and empowering dog lovers to live fulfilling lives.

By the Numbers

A service is booked on Rover **every four seconds**.

92% of the population lives within a short drive of the **more than 200,000 pet sitters and dog walkers** who list their services.

Over 95% of reviewed bookings have received a perfect 5-star rating.

Rover sitters and dog walkers share cute photo and video updates throughout each dog's walk or stay — **more than 15 million dog photos** have been sent through Rover.

Fast Facts

Launch Date: November 2011

Founders: Greg Gottesman, Philip Kimmey and Aaron Easterly

CEO: Aaron Easterly

Investors: A-Grade Investments, CrunchFund, Foundry Group, Madrona Venture Group, Menlo Ventures, Petco, Rolling Bay Ventures, TCV, Spark Capital

Total Funding: \$156.5 million

Corporate HQ: Seattle, WA

Employees: More than 300

About the Rover Platform

- Every pet sitter and dog walker profile has been reviewed and approved by Rover. In fact, Rover accepts less than 20% of potential sitters. Every new Rover sitter must pass a general background check before listing their services.
- Sitters and dog walkers get access to the tools, support, and continuing education they need to offer outstanding, individualized care.
- Pet parents get a ping when their dog walker or daycare provider shows up, and receive a detailed report at the end of each daycare stay, dog walk, and drop-in visit.
- Every stay and walk is backed by 24/7 support, reservation protection, and the Rover Guarantee.
- Paying through Rover is cashless, convenient, and keeps everyone's personal details safe and secure.
- It doesn't happen often, but if a sitter or dog walker cancels at the last minute, we'll help pet parents find a new one. And, if there's a price difference, we'll help cover that too.

Top Awards and Accolades

- The World's 50 Most Innovative Companies, 2018, Fast Company
- 30 Under 30, Philip Kimmey, 2017, Forbes
- 30 Under 30, Philip Kimmey, 2017, Inc.
- Executive Excellence, Scott Porad, 2017, Seattle Business
- 100 Best Companies to Work For 2016 & 2017, Seattle Business
- Washington's Best Workplaces, 2016 & 2017, Puget Sound Business Journal
- CEO of the Year, Aaron Easterly, 2016, GeekWire
- World's Most Dog-Friendly Offices, 2016, Inc.com
- The 8 Best Pet Startups of 2015, Inc.com
- The Hottest Startups of 2015, Forbes
- Tech Impact Awards, 2015 [Consumer], Seattle Business
- Best Places To Work, 2015, Seattle Met
- Startup of the Year, 2014, GeekWire
- Entrepreneur of the Year, Aaron Easterly, 2014, EY