

## Pet Wants Gains Backer to Roll Out Franchise Plan

BY BETH EWEN  
MAY 2015

Pet Wants has landed a new investor and partner, the Franchise Funding Group, to help the Cincinnati-based pet food company develop a national franchise system.

Michele Hobbs started Pet Wants in 2010, to provide fresh, all-natural pet food delivered to customers through a retail store and a home-delivery service.



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In early 2015, Pet Wants was looking to expand nationally through franchising, but lacked the knowledge and additional funding required. Hobbs is now president and majority owner of the newly formed Pet Wants national franchise system, and Franchise Funding Group has a minority stake and provides advice via an advisory board.

The new system will offer a low-cost mobile franchise model, focused on home delivery only, as well as a store franchise model, which will offer both retail sales and home delivery.

"Michele is such a passionate, energetic, caring and make-it-happen entrepreneur. We are very excited to support her desire to grow her successful and profitable Pet Wants business on a national business," said Franchise Funding Group President Dan Murphy.

Franchise Funding Group launched last October, led by a small group of franchise-industry leaders who have built franchisors such as Sylvan Learning Centers, Sport Clips and Pizza Hut.

Entrepreneurs chosen to participate receive up to \$150,000 in financial support, training and marketing, no upfront fees required. The fund in return receives 25 percent of the new franchise system and is entitled to 10 percent of its revenue. The business owner retains 100 percent ownership of the original business concept.



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