

'Airbnb for dogs' gets \$25 mil. in funding

By Melvin Backman, CNN Money

It's not quite Pets.com, with its beloved sock-puppet. But it's close.

DogVacay, which connects dog owners and pet sitters, recently announced a \$25 million round of funding.

Founded in 2012, the company says it has 20,000 registered sitters and surpassed 1 million bookings last month. The company has raised \$47 million including this round. It declined to disclose its revenue.

The company is sometimes described as "Airbnb for dogs," because it lets dog owners avoid kennels the way the Airbnb lets tourists skip hotels. But CEO and founder Aaron Hirschhorn pushes back against that description.

DogVacay lets pet owners hire sitters that will either care for animals at the owner's home or at the sitter's.

Read the whole story