



CASE STUDY

From Dawgy Daycare to Dawgy Empire with the Solo & Smartsystem

Going solo- not alone

Mark Dowsett, owner of Dawgy Walks and Daycare, launched his business in 2016. When Mark came to Solo & Smart, he had an infectious passion for dogs but little business experience and was unsure how to correctly set up his new venture.



“Solo and smart has really helped me to split up what I can and can't spend, so I know as the owner of the business, exactly what I'm allowed to play with.”

The 30-minute admin week

Solo & Smart has supported Mark through his journey from the beginning. “Since starting my new business, the Solo & Smart app has made the process tremendously streamlined and now I don't spend any more than 30 minutes over the whole week on admin.”

- Business account set up
- Arranged pay as you go insurances
- Professional invoicing
- Allowed Mark to have a consistent approach to tax savings and automatically put money aside for other financial commitments.

An empire was born

By 2018, along with his dog walking business where it all stemmed from, while working with Solo & Smart, Mark now owns a dog grooming business and has invested in a property which he has used to open a dog hotel for his furry friends.

From passion to full time business

Marks genuine love for dogs fuelled the decision to launch his business. *"I realised the key point of difference was me, I genuinely love animals."*

His courage to turn a passion into a business dream is what made Solo & Smart perfect for Mark.

Aligned with the Solo & Smart values

Solo & Smart exists to empower individuals like Mark. With the right systems and support, business success can be achieved and a work-life balance possible.

"Solo and Smart makes my life so much more streamlined, I get all this free time at the end of the week it's amazing."



“With Solo & Smart, I literally send them everything. Every payment, transaction, invoice, receipt, you name it. I know it’s taken care of and that I’m in front of my financial obligations.”

As seen in

The Daily Telegraph

made small business

Herald Sun

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The Courier Mail



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