

zigzag

The future of
puppy training

Impact Report 2025



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Section 1:

Introduction: A Year of Transformation

2025 was the year Zigzag truly stepped into its purpose: To create a world free from the unnecessary abandonment or euthanasia of dogs.

Purpose

To create a world free from the unnecessary abandonment or euthanasia of dogs due to behavioural issues.



Vision

Pup happiness, the world over.



Mission

Make effective puppyhood coaching accessible & enjoyable for every pup guardian.



After becoming a B Corp, our focus shifted firmly to delivery - making sure our mission shows up in real, practical ways for puppy owners navigating the messy, emotional, and often overwhelming early months. That meant embedding our values into everything we do - how we build the product, how we support owners, how we hire, and how we give back - so impact isn't something we talk about, it's something we live.

**We're not here to add to the noise.
We're here to change outcomes.**

By supporting owners early with the right guidance, grounded in behavioural science, we're tackling one of the biggest preventable causes of dog relinquishment: when things start to feel too hard, too early.

A note from the humans behind Zigzag

“ I'm proud of what we've achieved as a team in 2025, taking bold steps and decisive action to transform our business model, and ultimately deliver more measurable impact for those who need it most.

This year was about making Zigzag accessible & more engaging to more puppy owners, without losing what makes it magic. We've delivered that, and more.

Moving to Freemium has meant hundreds of thousands more people can access proper, science-backed training & care from day one - giving them a chance to build confidence and connection with their puppy right from the start. By lowering the barriers to usage and using AI-based features to scale up our valued services, we've been able to engage more puppy owners than ever before. And in new ways...

We've recognised that puppy owners have an abundance of questions and require support beyond training, as they try to set themselves up

for a lifetime of dog ownership. Our mantra of 'it's a journey to pup happiness' continues with new features such as our nutrition and wellbeing modules where we help new owners navigate the most common questions, and make faster trusted decisions in their first year.

Everything we do is still rooted in training, but it's about helping owners feel less overwhelmed and more able to handle what's in front of them. Puppy life isn't neatly split into categories - it's all connected. Onwards & upwards.



Patrick Luke
Co Founder & CEO

“ 2025 marked a big step forward for Zigzag, with over 1 million puppies and their owners supported through the early stages of life together.

For us, this has never just been about scale - it's about what happens in those early weeks and months, when everything is new and a bit chaotic, and when the right support can completely change the direction things take.

By combining behavioural science, timely guidance, and technology that actually meets people where they are, we help owners prevent problems before they grow, and build stronger, more connected relationships with their dogs.

Training is still our core. And getting it right early genuinely changes everything - because that's when the relationship is being built, moment by moment.

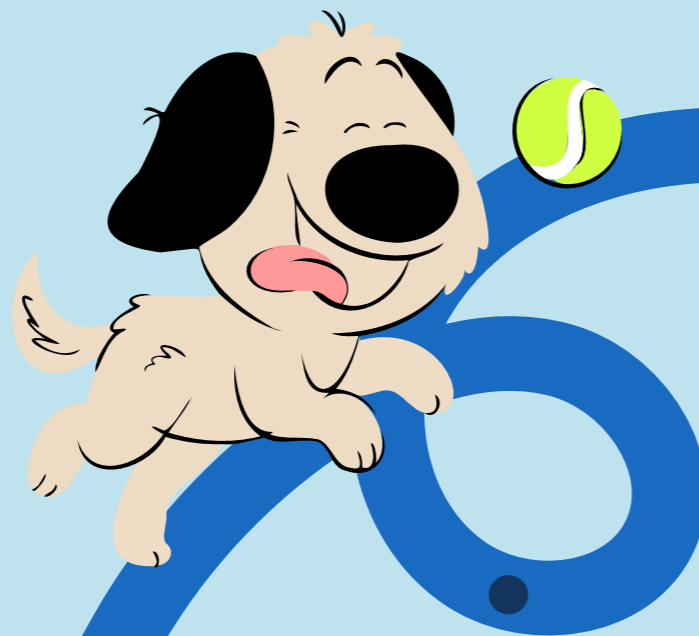


Lorna Winter
Co Founder & Head of Pup Happiness

What 2025 looked like in practice

Support at scale:
300,000+
Coaching and AI interactions*

Satisfaction:
95%+
Puppy Coach satisfaction rating*



The big three

Building the training habit:

In their first week alone, Zigzag owners **completed over 467,000 training actions***
- a 17% increase compared to 2024

Total pups guided:

Since Zigzag launched, we have supported **1.4 Million pups** across 57 countries*
- up 40% vs 2024*

Predictable challenges, preventable outcomes:

58% of support conversations centre around just 10 common puppy challenges*

*Zigzag internal data Jan - Dec 2025

Giving back: the social footprint

75+ volunteer hours contributed by the Zigzag team

“ Building trust at scale

From an entrepreneurial perspective, Zigzag stands out because it understands that long-term value comes from behaviour change, not just content. By focusing on science, prevention, and engagement, it's building trust at scale in a way that is both meaningful and very difficult to replicate.



Dominique Locher
Zigzag Board Member

300+ free subscriptions gifted to owners in need

£650+ raised for charitable causes



Section 2:

The Science behind our Impact

At Zigzag, science is our foundation.

Every insight, recommendation, and lesson we deliver is grounded in behavioural research, ensuring that what we suggest isn't just well-intentioned - it's proven to work in real-life puppy and owner lives.



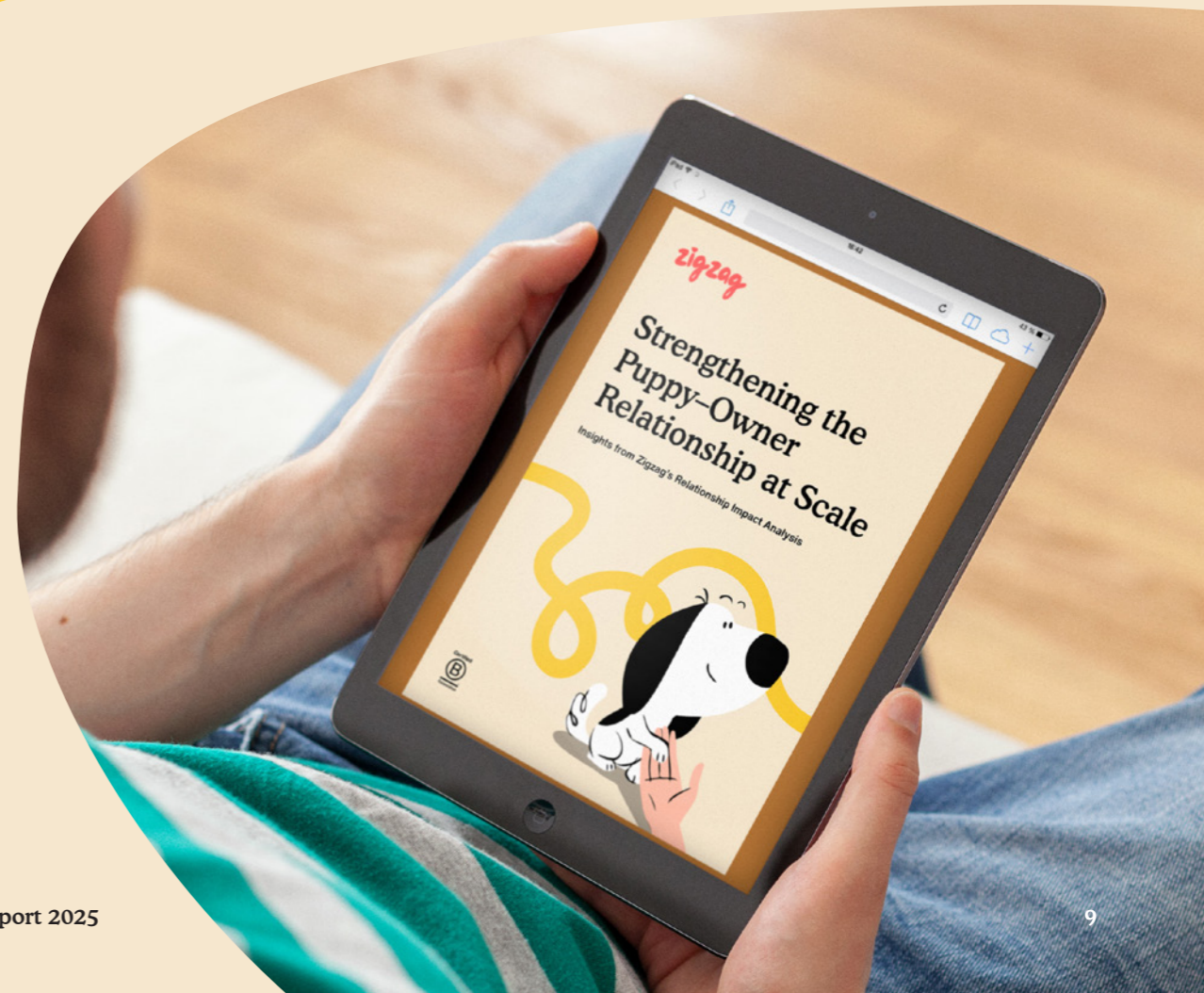
The relationship white paper

In 2025, we expanded our research beyond behaviour alone into something just as important - the relationship between dog and owner.

Our earlier work with the University of Lincoln showed that Zigzag can reduce common challenges like house soiling and aggression. This year, we built on that by asking a deeper question: what actually drives those outcomes?

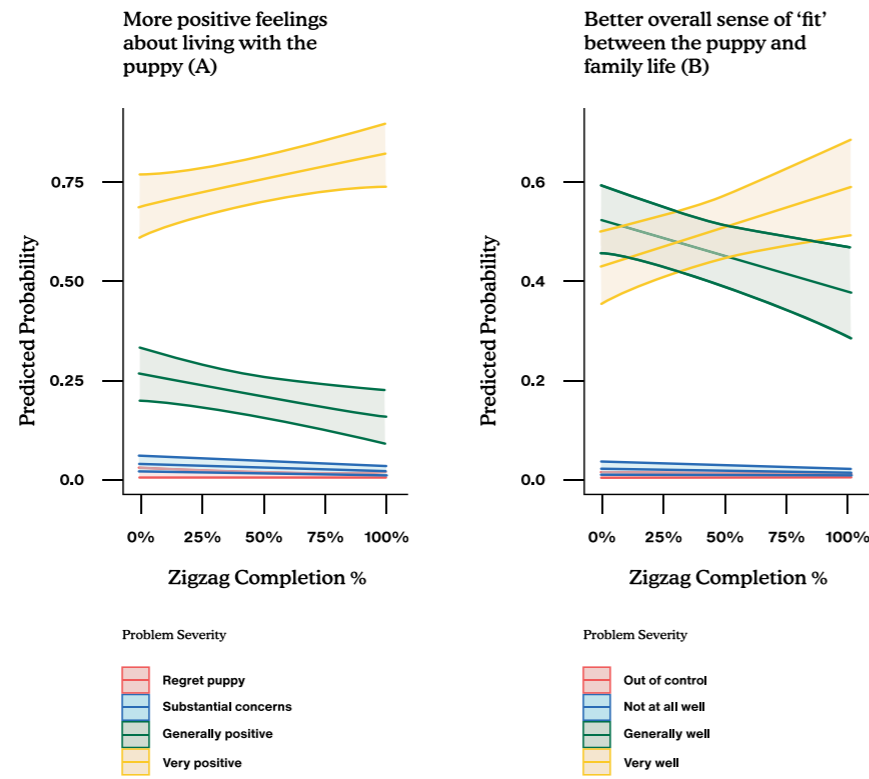
What we found was simple, but important:

When owners are supported early, everything else improves.



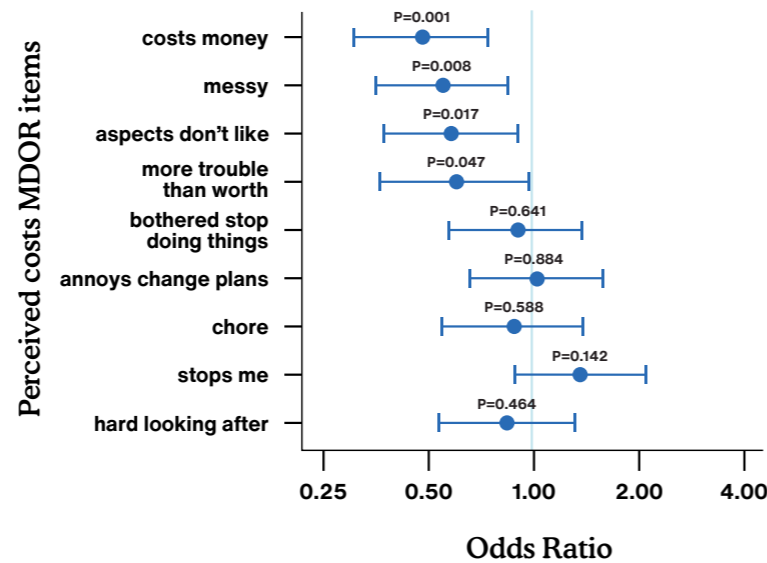
The more of the Zigzag programme that was completed, the more we saw:

- Greater confidence in coping with a new puppy
- More positive feelings about living with their puppy
- A stronger sense that their puppy “fits” into family life



We also saw a reduction in negative perceptions such as:

- “My dog is too much trouble”
- “Ownership is difficult”
- “My dog costs too much”



So what this really shows is simple: early support doesn't just improve behaviour, it strengthens the bond between people and their dogs.

And that bond matters. Because strong relationships help people navigate the hard moments, stay committed

for the long term, and give dogs the stable, loving homes they deserve.

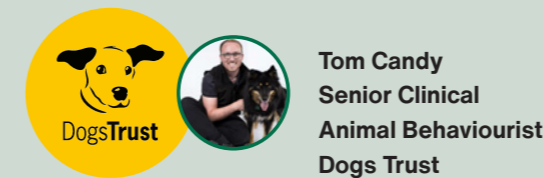
Ultimately, that's how we move closer to our purpose: creating a world free from the unnecessary abandonment or destruction of dogs.

Advisory perspective

Guided by science and real-world expertise, our Advisory Panel helps shape the future direction of Zigzag's work.

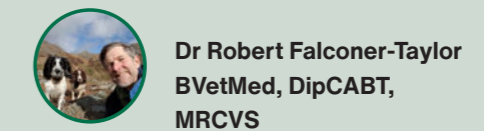
“
A reliable place to access information

Working in rescue I love having Zigzag to sign post adopters too, it's so easy to use and gives them a reliable place to access information right there in the pocket from day one!



“
It's a win-win for both dog owners & science

Zigzag is a masterclass in citizen science, creating a continuous stream of valuable real-world data for the University of Lincoln's Department of Animal Sciences – supporting research today while feeding questions, insights, and discoveries for years to come. It's a win-win for both dog owners and science.



Pup happiness: our north star

Pup Happiness isn't a single score or fixed endpoint - at least not yet

It's how we think about whether a dog is coping, adapting, and thriving in a human world that can feel overwhelming, and whether the owner feels able to support them along the way.

We're still developing how we measure this properly, looking at signals like confidence, routine, and day-to-day behaviour to build a clearer picture of what “good” looks like in real life.

One of the signals we see today is confidence: Zigzag users are

+7.04% more confident than those without structured training.

What we see consistently is that when owners feel supported early, things tend to go better on both sides.

Not perfect. Just calmer, more connected, and more manageable.

That's the direction we care about - and the foundation for better long-term behaviour, stronger relationships, and improved welfare for dogs.



Section 3:

Designing for better outcomes

Raising a puppy is as much about the human as it is about the dog.

In 2025, Zigzag focused on supporting owners in real time, removing guesswork, and helping people feel confident every step of the way.

Dynamic insights

Personalisation is the bridge between advice and real impact. In 2025, we expanded Dynamic Insights to give owners timely guidance across key aspects of puppy life - growth, development, nutrition, and wellbeing.

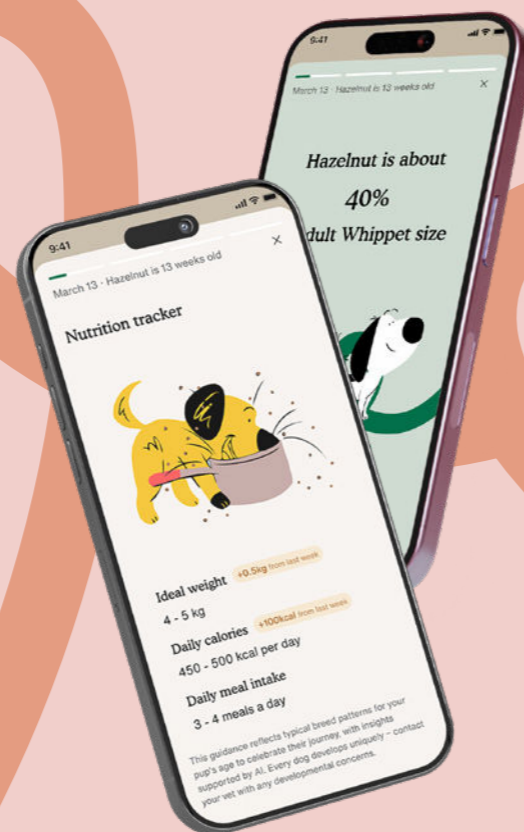
By combining behavioural science, our training expertise, and real-time user data with AI, Dynamic Insights turns generic advice into guidance that adapts to each individual pup. As puppies grow and behaviours change, the app responds - creating the right insight, at the right moment, in a way that feels relevant and manageable for the owner.

“ Impactful

What gives me confidence in Zigzag is the strength of its model. A clear focus on prevention, supported by science and Life Skills, combined with high levels of user engagement and a strong data foundation, creates a platform that is both impactful and highly scalable.



Philippe Perianin
Zigzag Board Member
Head of Strategy & Business Development,
Purina Europe



Rather than overwhelming people with information, we focus on what matters most in that moment. Small nudges, clear insights, and practical next steps help owners feel confident in their decisions, building positive habits early and strengthening the bond with their pup.

The launch of Dynamic Insights drove a **36% increase in engagement**, showing the real impact of timely, personalised support.

Freemium & access

We believe science-backed training should be a right, not a privilege.

Moving to a Freemium model this year has lowered the barrier to entry for hundreds of thousands of new puppy owners, giving more pups a truly positive start, regardless of budget.

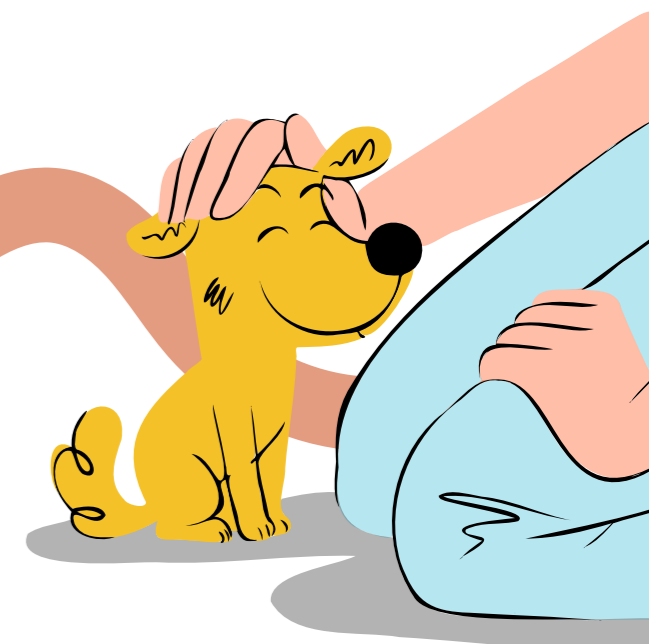
Early data shows that new puppy owners are now engaging with the app **three times more** in their first week, completing lessons on multiple days and building confidence right from day one.

Support that makes a difference

Zigzag isn't just about lessons - it's about supporting the human side of raising a puppy. In 2025, our 24/7 puppy coaches and AI support answered over **300,000 queries**, acting as an emotional safety net for owners.

Behind every answer is a combination of human expertise and carefully designed technology. Our Puppy Coaches help shape and test Ziggy AI, ensuring responses reflect the same science-backed, practical guidance they would give themselves. We've also built multiple layers of quality assurance - combining human review with ongoing system checks, so every answer is consistent, accurate, and genuinely helpful. This is something we continuously refine, working closely across coaching and product teams.

We guide people through the worries, questions, and anxieties that so often lead to dogs being returned to shelters. It's not just training support - it's about keeping the relationship on track when it matters most.





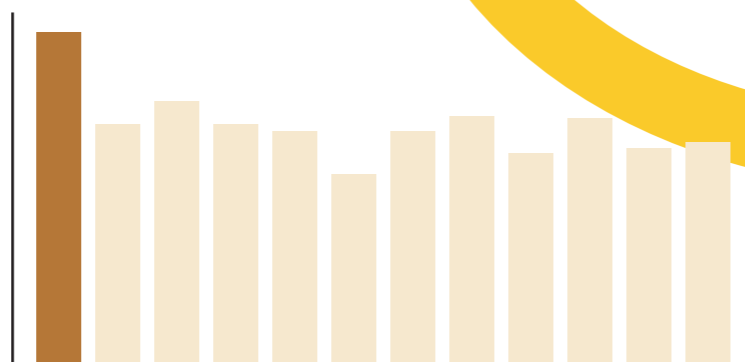
Magic numbers

Life with a Puppy (inside Zigzag)

Puppy life has a rhythm - and Zigzag sits right inside it.

- **7pm GMT** is when Puppy Coach questions peak, as the day winds down and real-life challenges surface.
- **Mondays** are consistently the busiest day, as owners reset and try to get back on track.
- **January** remains our peak month, driven by new puppies and fresh starts.

These moments matter because they show something simple: puppy ownership has a rhythm, and support needs to meet it.



“ Stronger bonds

Expanding Zigzag through Freemium has focused on increasing access to early, structured puppy support. Our research shows a consistent link between higher engagement with the programme and improved outcomes for both puppies and owners, including stronger bonds and fewer early behavioural challenges. This reinforces engagement as a key driver of meaningful impact at scale.



Kerstin Schmeiduch
Zigzag Board Member
Director of Corporate Communications & Sustainability, Purina Europe

Learning moments

Progress in puppy training is often faster than people expect when it's consistent

Sit on Cue takes ~24 days of consistent training for Zigzag pups aged 8-12 weeks to master

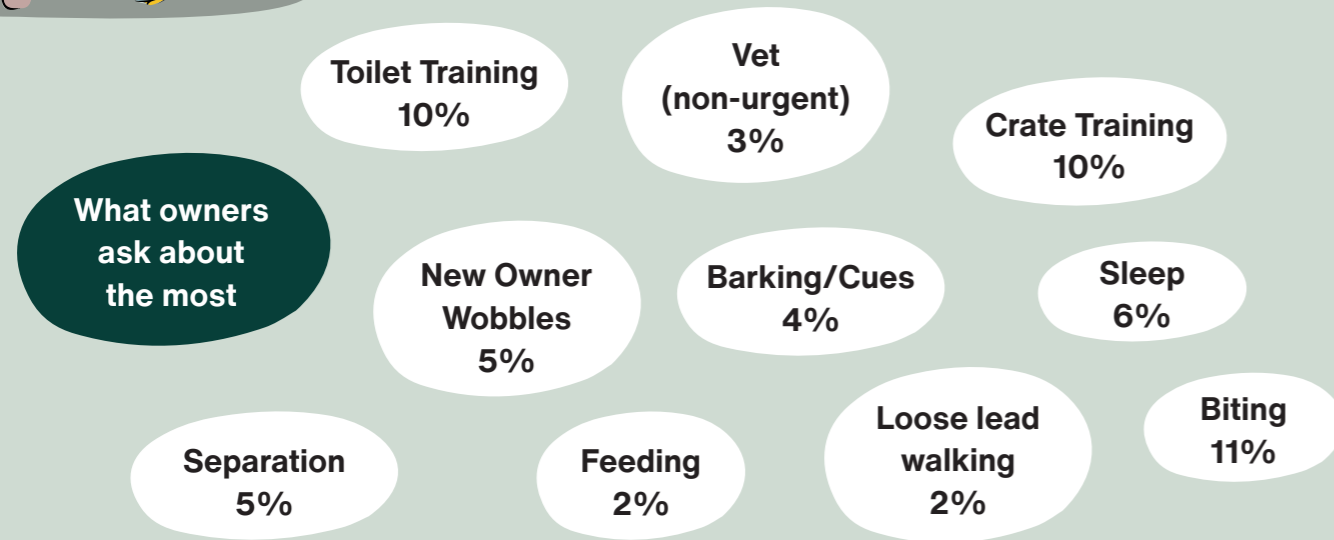
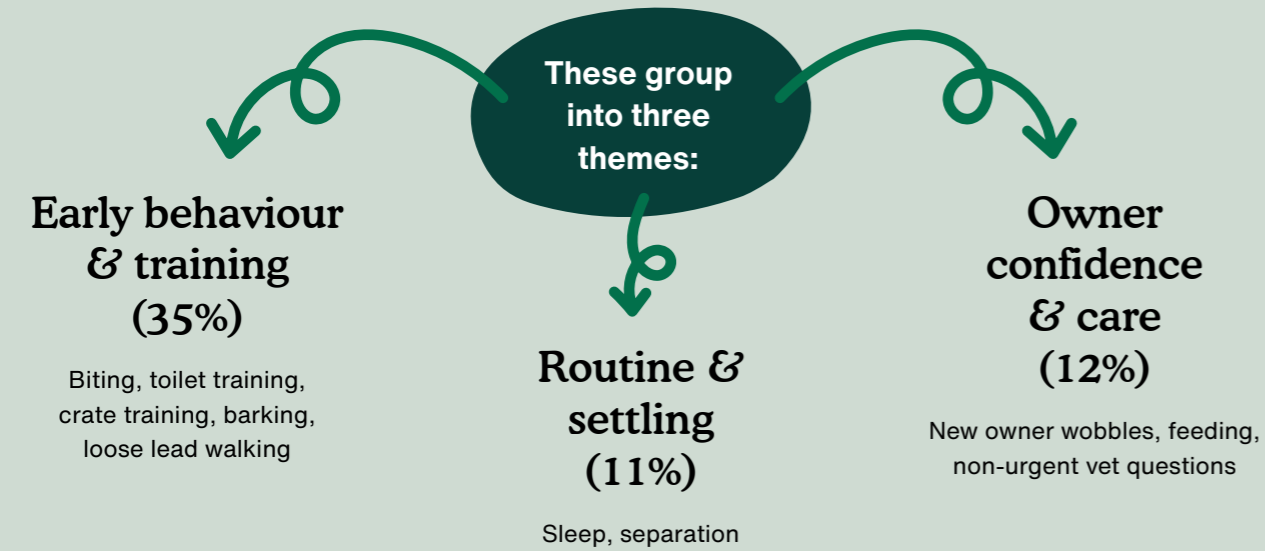
Small, repeatable wins like this are what build confidence early and shape long-term behaviour.



Top Puppy Support Topics

58% of all support conversations

centre around just 10 core puppy challenges, showing how predictable early struggles really are.



The top pups

Meet the 10 most active breeds in the app this year:

- 1 Mixed breed
- 2 Labradors
- 3 American Pit Bull Terriers
- 4 German Shepherds
- 5 Cockapoos
- 6 Golden Retrievers
- 7 Cocker Spaniels
- 8 Shih Tzu's
- 9 Golden Doodles
- 10 Chihuahuas



The name game

The most popular puppy names in Zigzag in 2025 were:

#	Puppy Name
1	Luna
2	Bella
3	Milo
4	Teddy
5	Daisy
6	Max
7	Willow
8	Buddy
9	Coco
10	Rocky

What our owners say



“

I honestly don't know what I'd do without this app

This app has been an absolute god send!

We got our perfect little pup around a week ago. I first started to use the app to prepare for her arrival and found the lessons so helpful. I've been using it everyday to guide her training and I've already used it like 100 times to ask any questions to the AI and the coaches. Their answers are so helpful and really reassuring.

Our pup was being quite bitey a few days ago and one of the coaches suggested that she wasn't getting enough sleep. They recommended a routine. We followed the routine and our pups behaviour has been amazing ever since.

I honestly do not know what I would do without this app. It is worth every penny and more!!

by Lettuce332 for v6.8.30

“

Zigzag puts my mind at ease

I've always had dogs but having such a young puppy triggered my anxiety. Zigzag put my mind at ease - helping me know what the right thing to do is. I would highly recommend this app to anyone with a new puppy.

by mezo610905 for v6.8.29

“

I appreciate you more than words can express!

App owners and creators TRULY CARE about your relationship with your pet/partner/bestie. Thank you ZigZag...you make a Positive impact and IttyBitty and I appreciate you more than words can express!!!!

By TeeTinyInspiration, Google Play Store

“

This app is pawfect!

I love the amount of information in the app, all broken into specific and quick to read chunks. I'm a previous dog owner but am learning lots of great things about my new pup! And everything has been free!! I may well sign up as it's such a well designed app but for now I recommend it completely for new puppy owners :-)

by Leezyloo for v6.8.35

“

This app has been a lifesaver!

This app is incredible. They respond so fast to any question and it's been a lifesaver with new puppy parent anxiety. Can't thank you guys enough! The lessons are also great with easy examples.

by MsMarimar23 for v4.4.9

“

Supportive, informative, best app ever

The best and most helpful app ever. So much info and also the live support talking to a real person is outstanding. Definitely worth paying for the premium. Astounds me that each time I click on something there is more info. Easy app to follow and has really helped me with my puppy.

by Rayperce for v6.8.35



Section 4:

Partners in Puppyhood

Behind every happy puppy is a network of dedicated humans - breeders, trainers, groomers, rescues, and organisations - all working to give dogs the best possible start.

Zigzag sits alongside that ecosystem, not in place of it. We provide consistent, science-backed guidance that supports and extends the work professionals already do, helping bridge the gap between early socialisation and life at home.

Working with the people who shape puppyhood

Our growing ambassador network reflects a simple belief: digital support doesn't replace professionals - it strengthens them.

From reinforcing early foundations to helping new owners feel confident in the transition home, Zigzag gives continuity where it's often been missing. The result is a more joined-up experience for puppies and owners during one of the most important stages of their life.



“ Ensuring puppies get a strong start

The Zigzag Puppy app gives new owners structured, step-by-step support through their puppy's early development. Through their ambassador programme I provide my new puppy parents with a 12-month FREE premium code so they can continue training from day one, with clear guidance, coaching support, and practical help as they go. It's a really valuable tool for helping owners feel confident and ensuring puppies get a strong start in their new homes.

Vicky Rutherford, Breeder

“ A safety net for new owners

My main priority is making sure my pups have a smooth move to their new homes. Zigzag gives me real peace of mind because I know the owners have a clear, science-based plan the moment they leave me. It reinforces the foundations I've built during early socialisation, and the 24/7 coach support acts as a safety net for new owners.

Kerry, Breeder, Yorkies of Devon

“ Accessible, at-home guidance

At PADs Foundation, consistency is everything, especially in the early stages with a puppy. Zigzag provides accessible, at-home guidance that supports our members between sessions and helps build confidence as they go. It strengthens the work we do and helps create the foundations needed for future assistance dog training.

Zoe, Psychiatric Assistance Dogs (PADs) Foundation

Industry leadership & global advocacy

Global reach, local impact

In 2026, we'll launch Zigzag in five languages - making structured, science-backed puppy support accessible to more owners and professionals around the world. The aim is simple: help puppies thrive, wherever they are.

Evidence-based advocacy

We stay close to the science - whether that's translating new research into practical guidance, contributing to understanding in puppy behaviour, or using technology to make expertise more accessible in real time.

Where possible, we draw on peer-reviewed work and applied behavioural insight to ensure what we deliver is both credible and usable in the real world.

Section 5:

The Zigzag Team & Culture

Growth & wellbeing

In 2025, we invested in our team with the same intention we invest in puppies - consistency, support, and long-term development.

Each team member received a £1,000 personal development fund, used in different ways across the team - from specialist courses and coaching, to conferences, and learning experiences outside their immediate role.

Rather than prescribing how development should look, we trusted individuals to choose what meaningful growth looked like for them. The result has been a more confident, more capable team, with learning flowing directly back into product, coaching, and customer experience.

Safety & respect

A high-performing team only works when people feel safe within it.

In 2025, we strengthened our internal practices to make expectations clearer, support more consistent, and feedback more structured - particularly around coaching, escalation, and decision-making.

This included clearer frameworks for handling difficult conversations and more defined support pathways for team members when challenges arise.

The aim is simple: kindness without ambiguity, and accountability without fear.

Diversity, inclusion & transparency

In 2025, we refined our hiring approach to be more structured and skills-led, using consistent evaluation criteria and interview processes designed to reduce bias and improve fairness.

We also regularly review hiring and team data to understand where representation is strong - and where we still have work to do.

We don't treat inclusion as a statement; we treat it as an ongoing system to improve.



Giving back: one paw at a time

Zigzag's impact extends beyond our product.

In 2025, the team contributed over 75 volunteer hours and gifted 300 Zigzag subscriptions to owners who would not otherwise have access, helping extend support to more dogs and families.

These contributions are driven by individual team members as well as company support - reflecting a culture where giving back is part of how we work, not something separate from it.

Our values

Our values were refreshed in 2025 through a collaborative team process, designed to reflect how we actually work today - not how we aspire to in theory.

They guide how we build, make decisions, and support each other:

1

User-Led, Data-Informed

We put users at the heart of every decision, supported by evidence and insight.

2

Pawsitive Collaboration

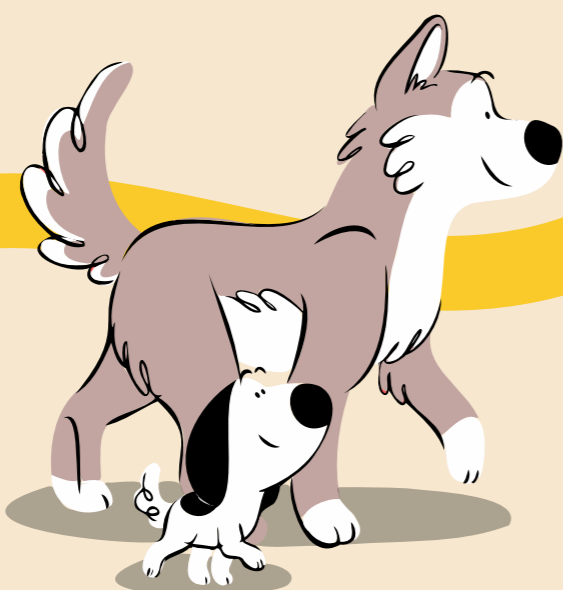
We work with trust, respect, and shared momentum.

3

Own Your Patch

We take ownership and act with accountability in everything we do.

To bring these to life, we recognise and celebrate impact twice a year through internal awards aligned to these values.



“

Innovative, supportive & genuinely pawsitive culture

I love working at Zigzag because our mission genuinely matters. As someone passionate about animal welfare, being part of a company focused on reducing dog abandonment and improving puppy happiness worldwide feels incredibly rewarding. The team truly lives its values - putting science-backed training and dog wellbeing first, while building an innovative, supportive and genuinely pawsitive culture.



Emma Waller
Growth Marketing Manager (Organic)

“

Feels powerful, personal & genuinely fulfilling every day

Working at Zigzag is incredibly rewarding because the work directly improves the lives of dogs and the people who love them. Knowing that what we build helps create happier, safer experiences for pups gives every project real meaning. Being part of a mission that strengthens the bond between pets and their humans makes the impact feel personal, powerful and genuinely fulfilling every day.



Samuel Hudson
Software Engineer

“

Bringing innovative pup training to owners

Joining Zigzag early on in our journey, I've witnessed many of our major growth milestones. The team have achieved these while remaining true to our vision and mission - especially with our recent move to freemium helping us reach more pups and their humans. As a pup parent to a high energy spaniel, it has been incredibly rewarding to use Zigzag in a personal context and I'm excited to be an integral part of bringing innovative pup training to owners across Europe in a way that's localised and culturally relevant for them.



Emily Heath
Head of International Expansion

“

Our expertise is both nurtured & welcomed

Agility is paramount if you want to thrive in our industry. The trust afforded to every member of the team breeds a certain level of autonomy that can be lacking in some organisations. Put simply - we are given the freedom to experiment to discover what works, and also what doesn't - and this extends to ways of working as well as technical improvements.

We're also given the space to grow and develop, and the leadership team provide us with the tools to succeed. Our expertise is both nurtured and welcomed. There are no arbitrary barriers - you can pitch suggestions to the CEO and Co Founder just as easily as you can to your counterparts.



Ed Williams
Growth Marketing Manager (CRM)

Looking ahead



Global impact & 2027 vision

Early signals from 2025 show that changes across the product have helped more owners engage consistently and feel supported from day one.

As more people build habits with Zigzag, we're seeing stronger confidence, better follow-through, and more positive early experiences with their puppies.

By continuing to make science-backed guidance more accessible and easier to use in real life, we're scaling our impact and staying focused on what matters most - happier, healthier puppies and more confident owners.



Looking ahead global in 2026

In 2026, Zigzag goes truly global.

Launching in five languages is more than translation - it's about making guidance locally relevant, culturally aware, and rooted in kindness. From London to Milan, owners will receive support that feels familiar, practical, and grounded in science - helping puppies thrive wherever they are.

The Mission continues: small steps, big impact

Puppyhood is short, but its impact lasts a lifetime.

By supporting owners through small, everyday moments - play, praise, routine - we help build habits that shape calmer, more confident dogs and more connected relationships.



zigzag™

Impact Report 2025

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