



Raining Cats & Dogs

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Dear Planning & Development Team:

Thank you for all of your hard work on the recent production project we have undertaken here at Raining Cats & Dogs. Through no small feat, we were able to successfully complete our presentation materials including scripts, proposals, and market research compilation. We even developed growth plans and systems to handle the increase in service that businesses experience after being featured on a popular program such as Shark Tank. Your dedication and perseverance have not gone unnoticed, and they are both greatly appreciated.

Navigating this development has been very tedious and arduous for everyone here at Raining Cats & Dogs. The selection process for this show is extremely competitive and thousands of people apply to be on the program every single day. Unfortunately, we were informed today by the producers of Shark Tank that we were not selected to air during this upcoming season of the television show. Our email from the producers also made no mention of future considerations for subsequent seasons. At this time, we are unsure if we have a chance to air on prospective seasons without reapplying and beginning the process over again.

Now is the time to take this not as a negative scenario or rejection, but as an opportunity for learning and growth within the organization. We do not intend to throw away the progress or plans we have made on this project but will need some time to process and regroup before continuing with them. Moving forward, we will continue to foster our commitment to the strong team we have developed here at Raining Cats & Dogs.

Best,

*Elizabeth
Morrison*

Elizabeth Morrison, CEO, Raining Cats & Dogs

