PAWLUX

NORTHSTAR INSIGHT INC.
PROJECT CONSTELLATION

FOR GROOMING STUDIOS AND PET-CARE TEAMS

Exceptional care.
Beautifully connected.

PAWLUX runs your booking, pet records, payments and client messages in one place, under your studio's name, so the day has more room for the pets.

Does any of this sound like your week?

- ✓ Pet parents text you at 10 p.m. to book.
- ✓ No-shows leave holes in a full day.
- ✓ Booking, records and payments live in three different tools.
- ✓ You stop mid-groom to answer "is she ready yet?"
- ✓ The note about the hot spot is in someone's head, not the file.
- ✓ The studio only runs when you are standing in it.

If two or more are true, a short conversation is worth your time. There is no charge for it.

Your evenings back
Pet parents book and pay their deposit themselves, on a page that looks and feels like your studio.

Fewer empty chairs
Deposits hold the time you set aside. No-show protection begins with The Salon.

Fewer phone calls
Pet parents follow the visit as it moves through the day, up to ready for pickup.

Run it from anywhere
Calendar, pet records, messages and money in your browser: at the table, in the van or at home.

A CONNECTED CARE DAY

Welcome — YOUR BRANDED CLIENT DOOR

Book — APPOINTMENTS & CAPACITY

Care — PET PROFILES & CARE NOTES

Connect — MESSAGES & VISIT UPDATES



CONSTELLATION / CANIS MAJOR, THE GREAT DOG

WHO IT'S FOR

Grooming studios
Independent studios where the owner grooms, books and runs the money. Not a marketplace: clients book with you, under your brand.

Mobile groomers
A full day on the road, with bookings and pet parents to manage between appointments.

Growing and multi-location teams
More groomers and more locations, with one calendar and one way of caring for every pet.

Start a conversation at paw-lux.info

Tell us about your studio. Nothing to sign, and no payment. Turn over for what changes and the four memberships.

SCAN TO TALK WITH OUR TEAM

NORTHSTAR INSIGHT INC.
Customer Success · contact@northstar-insight.info

Star positions: Yale Bright Star Catalog / NASA HEASARC. Line guide is authored, not an IAU figure.

paw-lux.info

A veteran-founded Virginia company. At the edge of customer care.

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Is PAWLUX for your studio?

Fewer no-shows. Fewer late-night texts. More time for the pets.

WHAT CHANGES FOR YOU

"A marketplace lists me beside my competitors"	→ PAWLUX books under your studio's name, and the clients stay yours.
"Pet parents text me at 10 p.m. to book"	→ A branded booking page that feels like your studio, so pet parents find services and plan the next visit themselves.
"Which dog had the hot spot last time?"	→ Pet profiles, visit history and care notes together, ready at check-in, whoever takes the dog.
"No-shows wreck my day"	→ Deposits from The Atelier; no-show protection from The Salon. Regulars can be set on a repeating schedule.
"Is she ready yet?"	→ Visit updates through the day, so you are not stopping a groom to pick up the phone.
"I can't be there every day"	→ Your studio workspace opens in any browser, so you can see the day and answer clients wherever you are.

HOW IT WORKS

PAWLUX does

Runs your booking page, pet records, calendar, deposits and payments, client messages and visit updates. Reminders and replies also go by text once your studio's own number is registered.

Your team decides

Your services, prices and policies, and every care decision. PAWLUX keeps the details in place so your team can focus on the pet in front of them.

HELP THAT LIVES INSIDE THE PLATFORM

OVERWATCH

The assistant in your studio workspace. Ask it about your day, your clients or how to do something, and it answers from your own studio's records. Every agent interaction is disclosed.

Courier Dispatch

Tell us what is not working or what you wish PAWLUX did, from inside PAWLUX. It reaches the team that builds it, and you are told when it ships. Sending feedback never costs anything.

HOW WE WORK TOGETHER

01 Start
Start a conversation at paw-lux.info and find the membership that fits.

02 Onboard
A guided setup with a named contact; your plan, limits and go-live terms in writing.

03 Go live
No payment is taken until your studio goes live.

04 Grow
Four memberships, from one studio to many locations, without switching platforms.

Built and run by NORTHSTAR INSIGHT INC., a veteran-founded Virginia company. PAWLUX, LLC is formed and the platform is operating. Scope and pricing are agreed in writing.

Start a conversation at paw-lux.info

Tell us about your studio. Nothing to sign, and no payment.

SCAN TO TALK WITH OUR TEAM

NORTHSTAR INSIGHT INC.
Customer Success · contact@northstar-insight.info

Choose your membership

Start where you are. Grow without switching platforms.

01
The Atelier

A considered foundation for one studio.

- Branded online scheduling site
- Pet Parent & Fur Baby records
- Calendar & scheduling
- In-app payments & deposits

One location, up to 3 groomers

02
The Salon

Stay close to every client.

Everything in The Atelier, plus:

- In-app messaging
- Outbound SMS notifications
- Two-way texting with Pet Parents
- No-show & deposit protection
- Pet Parent appointment history & follow-up tools

Up to 8 groomers

03
The House

More support for the business behind the craft.

Everything in The Salon, plus:

- Scheduling & capacity tools
- Guided onboarding
- Marketing & membership automation
- Revenue & retention dashboards
- Priority support

04
The Maison

A partnership for your next chapter.

Everything in The House, plus:

- Full website takeover & redesign — we rebuild, host, and run your existing domain
- Appointment traffic migration & Pet Parent account import (Square and more)
- Custom integrations, data migration & CRM support
- Multi-location rollout planning with our team
- Dedicated success manager
- SLA & quarterly business reviews

INCLUDED AT EVERY LEVEL

Deposits and the calendar start in The Atelier, and you pay nothing until you're live. Every level is extended on demand by NORTHSTAR INSIGHT INC.'s engineers and agents. Expert support is being built into every membership: SI engineering, data science, analytics, data engineering, cybersecurity and IT support, from named NORTHSTAR team members working with agents, with more hands-on access at higher levels.

OUR PROMISES

- ✓ No payment is taken until your studio goes live.
- ✓ Change memberships as you grow.
- ✓ No app for pet parents: it runs in the browser on any phone.
- ✓ Your studio's brand, clients and records stay yours.
- ✓ Plan, limits and go-live terms in writing before you commit.
- ✓ Every agent interaction is disclosed.

Pricing is shared in writing after a short conversation, not published.

Start a conversation at paw-lux.info

Tell us about your studio and the membership you are curious about. Nothing to sign, and no payment.

SCAN TO TALK WITH OUR TEAM