

GIVE A DOG A LOAN

Pet-borrowing firm

takes off



EXCLUSIVE BY RHODRI PHILLIPS

A RENT-a dog service for part-time pet lovers is booming after landing a £1.5million cash boost.

BorrowMyDoggy, which sees owners lend out their pooches, secured the money in just four hours at a crowdfunding event.

Rikke Rosenlund, 40, who set up the company after borrowing a neighbour's Labrador, said: "I wanted a dog as a girl but my mum was allergic.

"I thought it was just me who wanted to borrow a dog, but lots of others are out there.

"I'm so pleased at this investment. We have

250,000 members and can double that." Owners pay £44.99 a year and borrowers £9.99 and the service puts them in touch. Members then decide how long to rent animals for.

London-based Dane Rikke, who began the firm in 2012 with Les Cochrane, 40, got cash from 40 backers

at Britain's first crowdfunding fair, where owners of start-up businesses woo investors.

She now hopes to hire more staff and launch an app. Luke Davis, organiser of the London event, said: "I believe in a face-to-face pitch. Rikke's achievement is testament to this."