



---

Francois Asselin, DVM | Cofounder & CEO | [francois.asselin@oxilia.ca](mailto:francois.asselin@oxilia.ca)





# VETERINARY CLINICS

## THE PROBLEM

---

Recruitment and management of **self-employed veterinarians** and technicians are **the #1 problem** for clinics today.

---

Every unfilled position means a **loss of up to \$500 000** of revenues each year for every veterinary practice.



# WE ARE OXILIA

## THE SITUATION

### WHAT

---

**1 in 4 North American clinics has an open position for a full or part-time veterinarian.**

It takes **10 Months** for a clinic to hire a new veterinarian or technician.

### WHY

---

**More than 3800 open position in Canada for Animal Health Professional (AHP) .**

### HOW

We facilitate the connection between self-employed professionals and clinics by **bringing technology and expertise to optimize hiring, retention and self-employment management.**

# OUR SOLUTION

VETERINARY RECRUITMENT MARKETPLACE

---

We create precise **matches to solve the recruitment and retention problem**, manage all the legal paperwork and process payment for all work contracts.

Advanced algorithms for a personalized hiring match.



Financial transactions

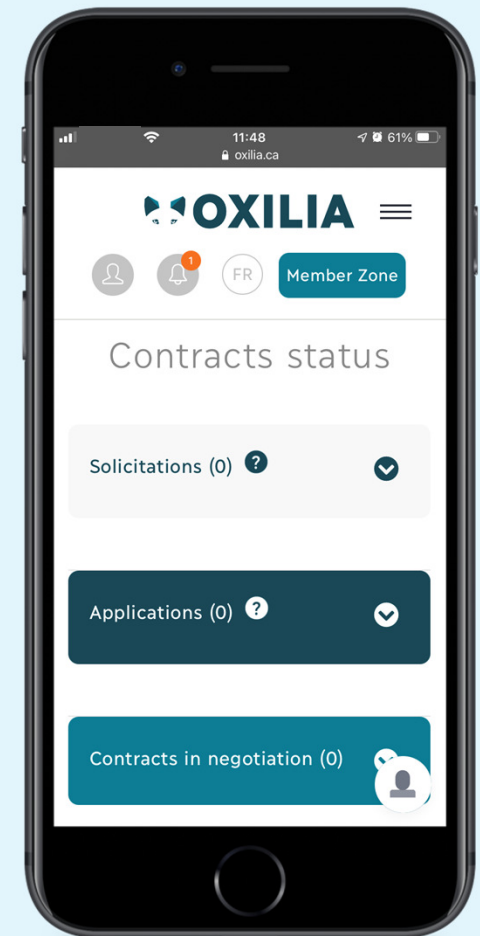
Managing all the legal paperwork

# ANY VET. ANY CLINIC. ALL STANDARD.

## GET ACCURATE MATCHES IN MINUTES

Oxilia's unique algorithms capture a deep understanding of every veterinary practice's needs to match them with the required credentials and skills for perfect vet hiring, creating a **digital bond of trust** between clinics and candidates.

By addressing the challenges of hiring veterinarians, from the legal paperwork to the processing of all financial compensation, Oxilia reduces the friction and saves precious time for all parties.



# OXILIA PLAYBOOK

MATCHING DEMAND WITH SUPPLY

---



## Stellar Client Experience

Create a seamless process closely supervised by an executive account manager for a convenient and easy hiring experience.



## Content strategy and Partnership

Increase relevant content creation to better engage our clients. Establish critical partnerships to increase brand awareness. Improve offering for large vet groups and deepen Oxilia's market position in that segment.



## Referral and gamification

Establish and promote a referral program. Increase benefits for optimal retention. Integrate gamification and implement ambassador program.



## City Launcher Team

Build a specialized team to penetrate new markets.



# BUSINESS MODEL


## TRANSACTION FEE MODEL

Success fees are added to professional's hourly rate for every hours worked.

Our pricing model is aligned to **ensure retention and competitiveness.**

Contract Length	< 1 month	1-3 months	3-6 months	6-12 months
Success Fees	20%	18%	16%	15%
Full Time hiring Fees (one-time payment)	N/A	N/A	\$ 8000	\$ 8000



	Headhunters		Job posting platforms / Ads (Indeed, jobboom, etc)	Roo Vet (USA)
Pricing	Commissions base fees (20-30% annual salary)	Success fees (15-20%)	Posting fees	Fixed fees per day
Focus	Clinics	Professionals and Clinics	Clinics	Clinics
Match Criteria	Clinics only	Successful match between	Clinics only	None
Contract management	Only for hiring	Included	None	None
Online payment and transaction support	None	Included	None	Partially included
Client support	No	Full support through entire contract length	No	No

# WHAT MAKES OXILIA UNIQUE

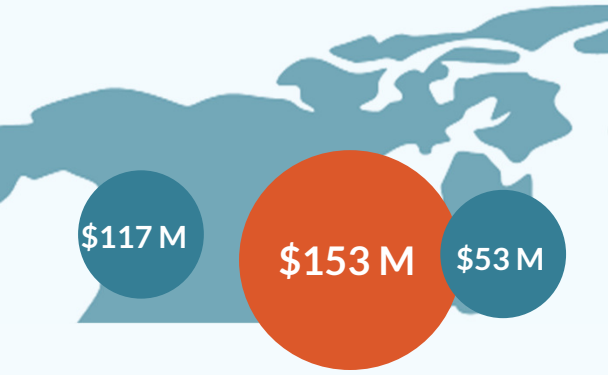
BUILT TO LAST





# \$323M Canadian Vet Market

OXILIA IN THE NORTH AMERICAN VET INDUSTRY



**3.7K**

Number of veterinary clinics in  
Canada

**3.8K**

Number of annual open position

**8K \$**

Average Gross Revenue by contract

**52 days**

Average contract length

**\$36K**

Average potential Gross Revenue by  
open position

**20%**

**Market Penetration**

Target: 20% of Market  
penetration in 3 years.



# 2022 Milestones

NUMBER OF CONTRACTS IN THE LAST 12 MONTHS

100+

2022 GROSS REVENUE

\$ 853,000

2021 NET REVENUE

\$ 185,000

LARGE MARKET PRESENCE IN QC

1 (MONTREAL)

LARGE MARKET PRESENCE IN REST OF CANADA

3 (CALGARY, VANCOUVER,  
TORONTO)

\$ Generated by sale and  
marketing investment

5\$

Average Gross Revenue by  
contract in MTL

\$ 8590

Month-to-Month average  
growth

13 %

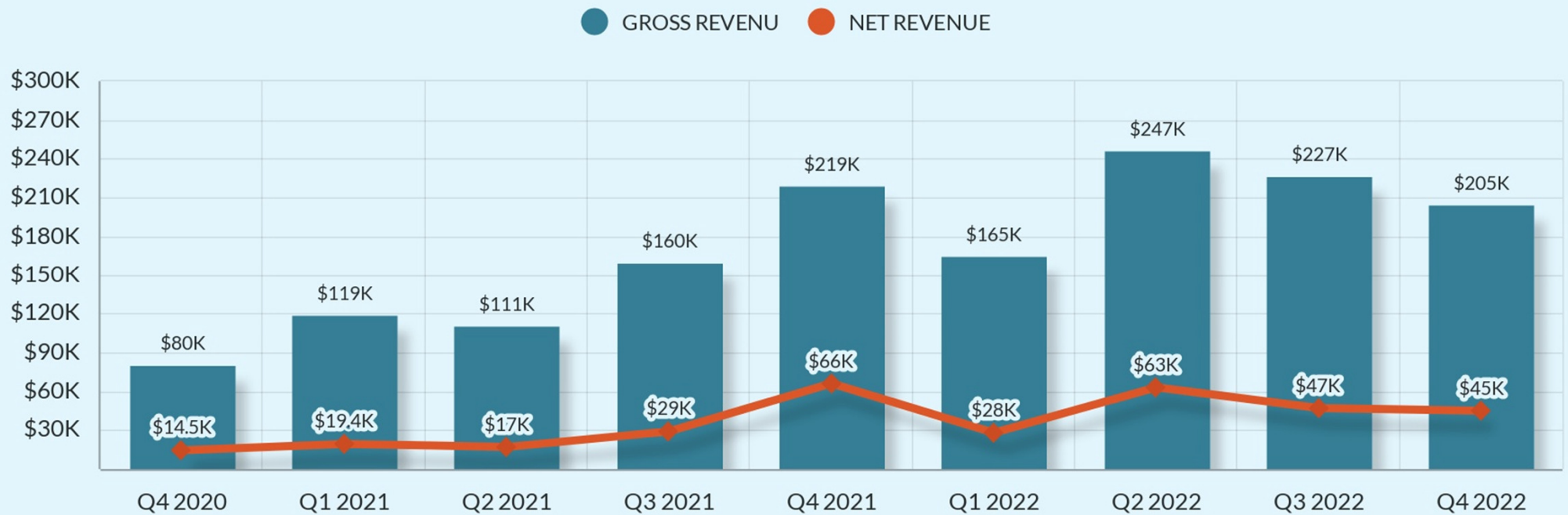
Montreal Matches

467



# Last 24 months GMV

## QUARTER GROWTH



# Financial Projections

3-YEARS

Year	2023	2024	2025
GROSS REVENU	\$ 1,357,000	\$ 2,400,000	\$ 2,933,000
NET REVENU	\$ 231,000	\$ 348,000	\$ 500,000
CoGs	\$ (40,000)	\$ (30,000)	\$ (30,000)
R&D	\$ (50,000)	\$ (100,000)	\$ (10,000)
SALES & MARKETING	\$ (95,000)	\$ (157,000)	\$ (229,000)
EBITAA	\$ 83,000	\$ 142,000	\$ 199,000
Vendors	1	2	3

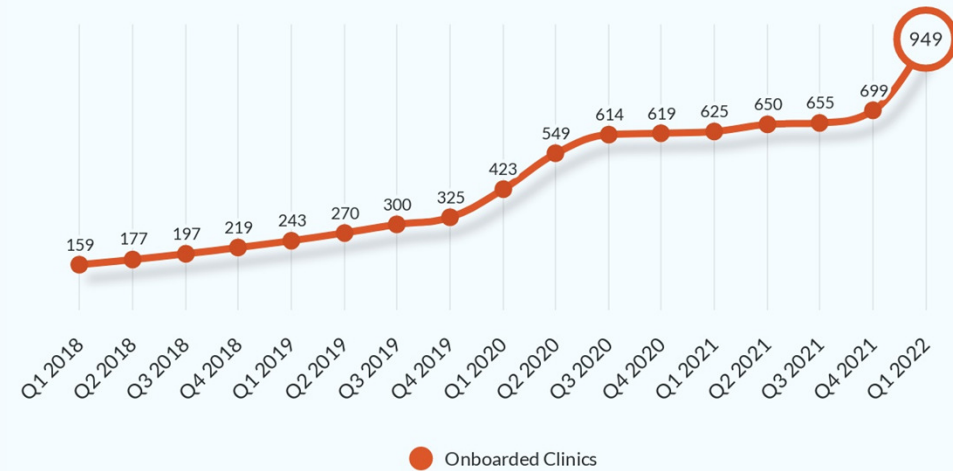
# Growth Potential

Based on the CAC 2021

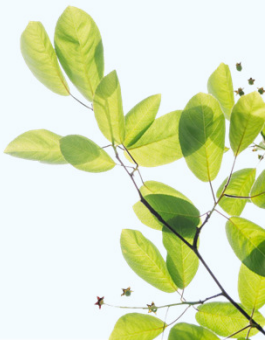
\$ MARKETING AND SALES INVESTMENTS	\$100,000	\$250,000	\$500,000
New Gross Revenue	\$ 500,000	\$ 1,250,000	\$ 2,500,000
New Vendors	2	5	10

# Marketplace Growth

+10% Month over Month growth



Q1 2022: Vet Strategy  
integration



# Major Canadian Vet groups that trust Oxilia

---



290+ CLINICS



120+ CLINICS



35+ CLINICS



60+ CLINICS



# Executive Task Force

---



**Dr. François Asselin, DVM, BAA**  
**CEO**

Doctor of veterinary medicine

Bachelor's degree in accounting

Prior to Oxilia, François completed his accounting degree focusing on Canadian tax strategies. He also founded 2 other start-ups.



**Dr. Tommy B. Levasseur, DVM**  
**COO**

Doctor of veterinary medicine

Tommy has a strong expertise in operation, customer's experience and staff management. As a vet, he has also experienced the system to better understand the client's perspective.



Dr. François Asselin, DVM  
[francois.asselin@oxilia.ca](mailto:francois.asselin@oxilia.ca)