

Embracing Furry Friends



PetPal TeleVet: Virtual Veterinary Consultations



Team 9

Adithi, Chavi, Harshit, Jash, Prajakta, Vaishnavi



Index

Introduction

Problem Definition

Current Market Offerings

Deficiencies in traditional care

Target market

Assumptions we've made

Industry size and growth

Service Offerings

Promotion Strategies

Distribution channel

Pricing model

Roll-out strategies

Limitations and threats

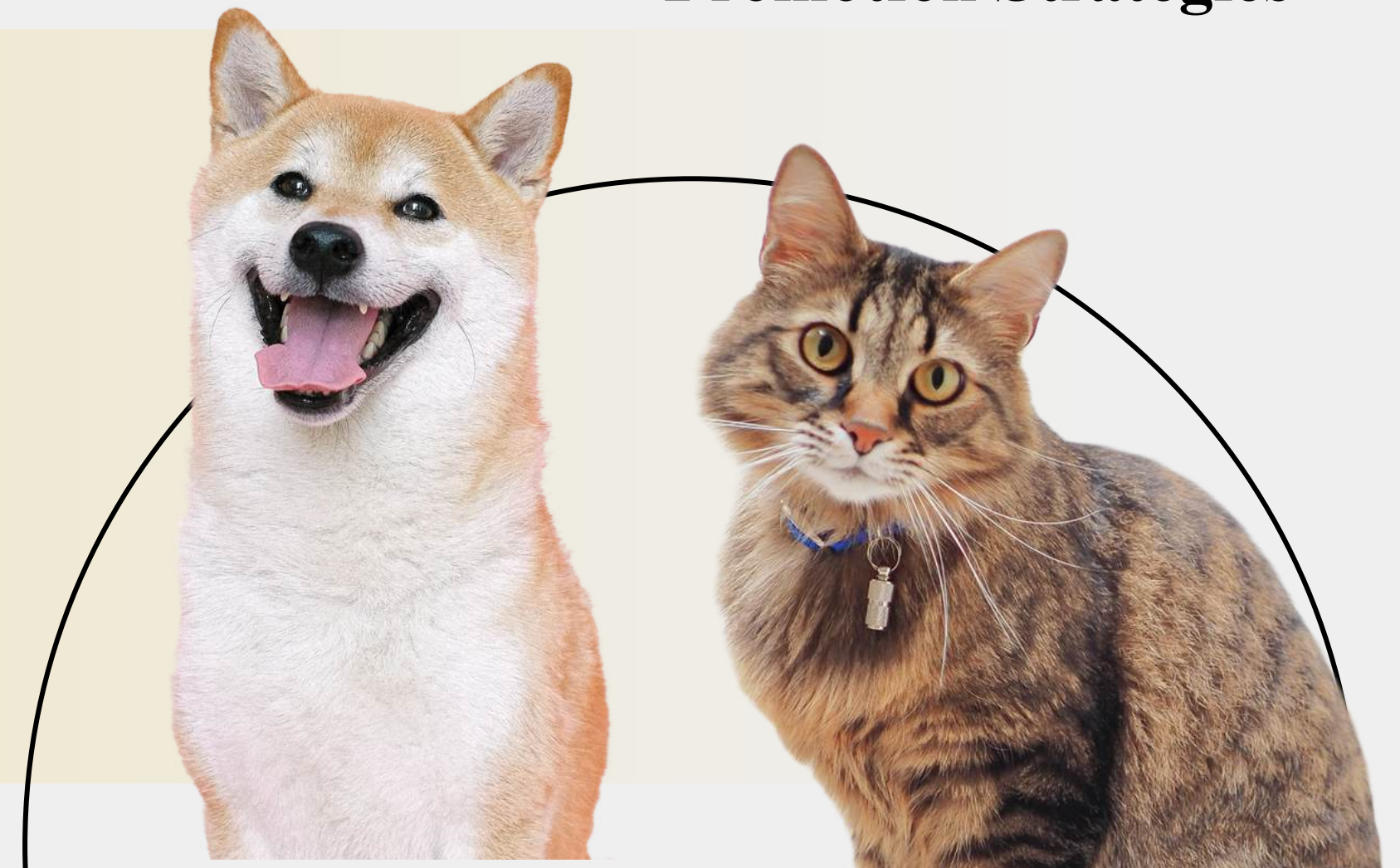
Investment Potential

Market Potential

Concept testing and market surveys

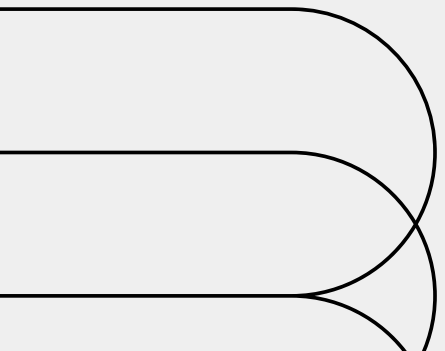
Financial Projections

Conclusion



Introduction

- PetPal TeleVet aims to bridge the gap in pet healthcare by providing telemedicine consultations for pets, ensuring that they receive timely and quality care regardless of geographical constraints.
- With a vast market demand and an increasing need for accessible pet healthcare services, PetPal TeleVet is poised to make a significant impact in the veterinary industry
- PetPal TeleVet represents a groundbreaking shift in the veterinary care landscape by introducing an on-demand virtual service tailored to the modern needs of pet owners and their cherished animal companions.
- Through this innovative digital platform, PetPal TeleVet effectively connects pet owners with licensed veterinarians, facilitating seamless access to professional advice, consultations, and non-urgent care—all accessible from the convenience and comfort of home.



Problem Definition

- **Many pet owners, especially those residing in remote areas or needing care during non-traditional hours, struggle to access timely veterinary services.**
- **This challenge underscores the pressing need for accessible veterinary care solutions to ensure pets receive the medical attention they require promptly.**

Vision

High-quality, reliable, and accessible veterinary care for pets, prioritizing health and well-being.

Mission

Our goal is to revolutionize the veterinary landscape by leveraging technology to bring comprehensive and compassionate care to areas with limited access, promoting the well-being of pets and fostering stronger pet-owner relationships

Current Market Offerings



Limited Accessibility for Specialized Care

Current services lack expertise for complex medical conditions or specialty care.

Inadequate Integration with Traditional Care

Existing virtual services operate independently of traditional veterinary clinics.

Limited Scope of Services

The existing platforms offer only basic veterinary services such as consultations and advice. PetPal will offer a range of services.

Limited Interactivity

Current services lack interactive features in their platforms.

Lack of Personalization

The existing platforms provide only general advice and recommendations which cannot address specific needs or concerns of pets.

Inadequate follow-up Care

Pet owners struggle to access follow-up care for ongoing health issues.

Deficiencies in Traditional Care



Limited Accessibility

There are several areas which are under served with no or limited access to veterinary care.

Limited Follow-up Care

Pet owners struggle to access follow-up care for ongoing health issues.

Lack of Continuity of Care

In a traditional care setting, pets often see different veterinarians or specialists, leading to a lack of continuity in their medical care.

Inconvenient Hours

Traditional clinics operate only in standard hours.

Stressful Environment

Pets can experience stress while visiting a traditional clinic due to unfamiliar smells and surroundings.

Long Wait Times & Expensive visits

Pet owners often face long wait times for appointments. Also, In-person consultations can be expensive.

Target Market



Pet Owners

Individuals or families who have pets and are seeking convenient, reliable, and accessible veterinary care.

Veterinary Practices

Local veterinary clinics and hospitals can integrate TelePet into their offered services.

Pet Caregivers

Individuals who provide care for pets on behalf of others, such as dog sitters, animal shelters, etc.

Company Assumptions



- Increasing reliance on technology in healthcare, including telemedicine.
- Pet owners seek convenient ways to access veterinary expertise, especially for non-emergency consultations and routine care.
- Challenges include geographical constraints, busy schedules, and limited clinic availability.
- Leveraging telecommunication and digital platforms for virtual consultations, appointments, and medical records.
- Vision: High-quality, reliable, and accessible veterinary care for pets, prioritizing health and well-being.
- Goals include bridging the gap between pet owners and veterinary services, particularly in remote or non-traditional hours.

Industry Size and Growth

The pet care industry has seen remarkable expansion, exceeding \$100 billion in annual expenditures, reflecting a thriving market.

Projections suggest sustained growth with a 5% compound annual growth rate (CAGR) expected over the next five years, highlighting the industry's resilience and potential.

Key drivers behind this growth include the rising rates of pet ownership, coupled with an increased emphasis on pet health and well-being, alongside notable advancements in veterinary medicine.

Telehealth services, notably virtual veterinary consultations, are emerging as pivotal contributors to industry growth, offering unparalleled convenience and accessibility for pet owners seeking expert care.

PetPal TeleVet aligns itself with this growth by offering tailored on-demand virtual veterinary services, ensuring convenient and quality care for modern pet owners.



On-Demand Virtual Veterinary Service

PetPal TeleVet offers on-demand access to licensed veterinarians, eliminating the need for traditional clinic visits.

Connectivity Through Digital Platform:

The user-friendly digital platform allows pet owners to initiate video calls, exchange messages, and access pet health information.

Comprehensive Pet Health Portal

PetPal TeleVet's pet health portal enables users to manage medical records, vaccination history, and treatment plans.



Expert Consultations and Advice

The platform connects pet owners with knowledgeable veterinarians who provide personalized guidance.

Non-Emergency Care

PetPal TeleVet addresses non-urgent concerns and promotes preventive care, complementing emergency veterinary services.

Service Offerings



Promotion Strategy 🐾 🐾 🐾 🐾 🐾



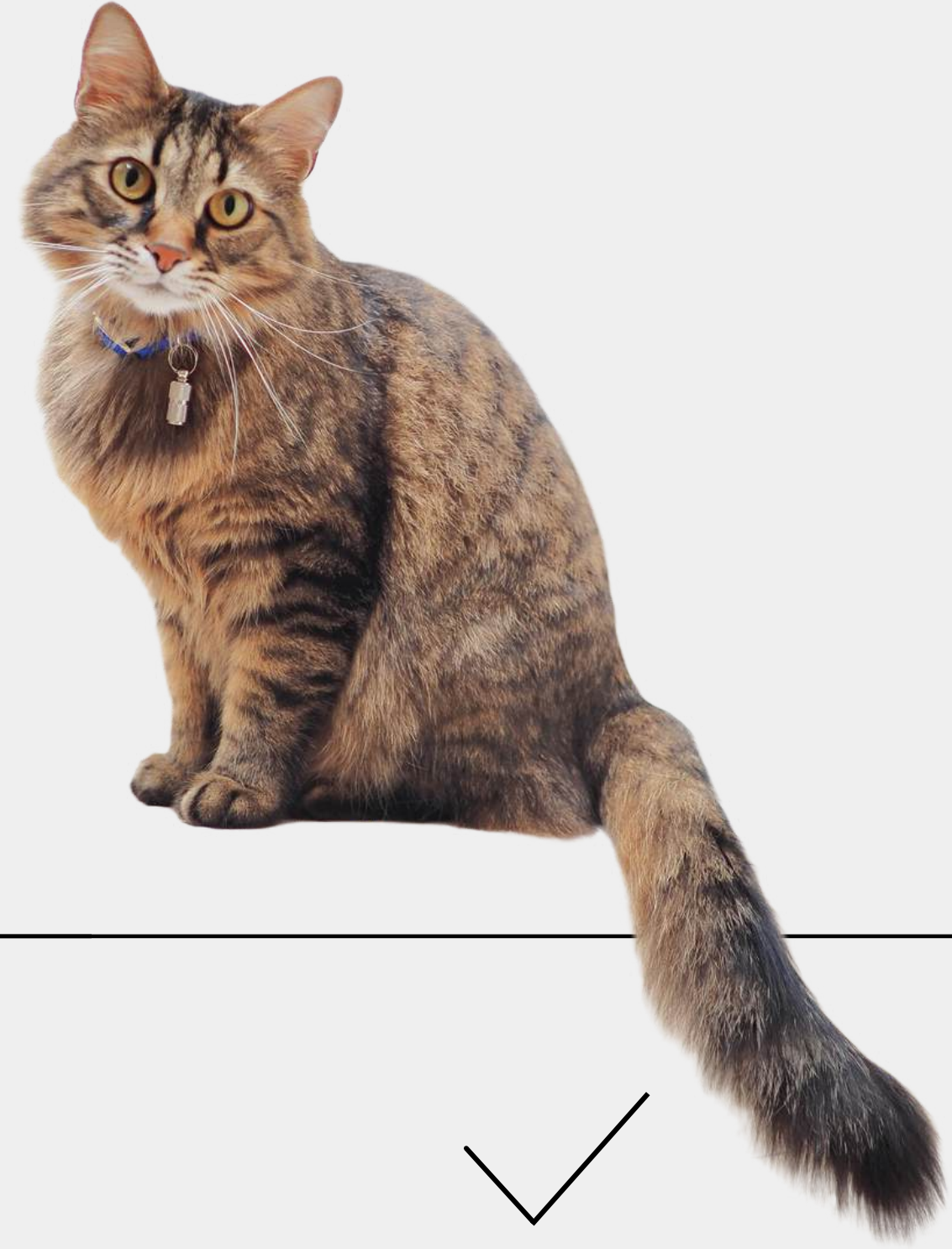
Digital Strategy: PetPal TeleVet employs a targeted digital marketing strategy to raise awareness and drive adoption of its virtual veterinary services.

Targeting Pet Owner Forums: Engaging with online communities and forums frequented by pet owners to introduce PetPal TeleVet's services and address questions or concerns.

Leveraging Social Media Platforms: Utilizing platforms such as Facebook, Instagram, and Twitter to share educational content, user testimonials, and promotional offers to attract potential customers.

Forming Partnerships with Pet Supply Retailers: Collaborating with pet supply retailers to promote PetPal TeleVet's services in-store and online, leveraging their existing customer base and credibility within the pet care industry.

Distribution Channels



Primary distribution

- Mobile App
- Web Application

Secondary distribution

- Partnerships with Pet Supply Retailers
- Integration with Existing Pet Care Platforms

Tertiary Distribution

- Email and SMS Subscription
- Veterinary Partnerships

Promotional Distribution

- Social Media Integration
- Content Marketing

Pricing Model

Subscription Plan	Price per Month	Included Services
Basic	\$14.99	- 2 virtual consultations
Standard	\$24.99	- 2 virtual consultations - 1 vet visit - Personalized health tips
Premium	\$39.99	- 4 virtual consultations - 2 vet visits - Personalized health tips - Discounts on medicines - Exclusive pregnancy offers

Pay-per-visit

- \$ 79.99 for users without subscription
- \$ 59.99 for basic and standard subscription
- \$ 49.99 for premium subscription



Roll-out Strategy



Limitations and Threats



•**Regulatory Challenge:** Telemedicine regulations may vary across different regions, requiring compliance with legal frameworks regarding veterinary practice, patient confidentiality, and online prescriptions.

•**Competition with Established Local Veterinarians:** Providing high-quality veterinary care remotely presents challenges in accurately diagnosing and treating pets without physical examination.

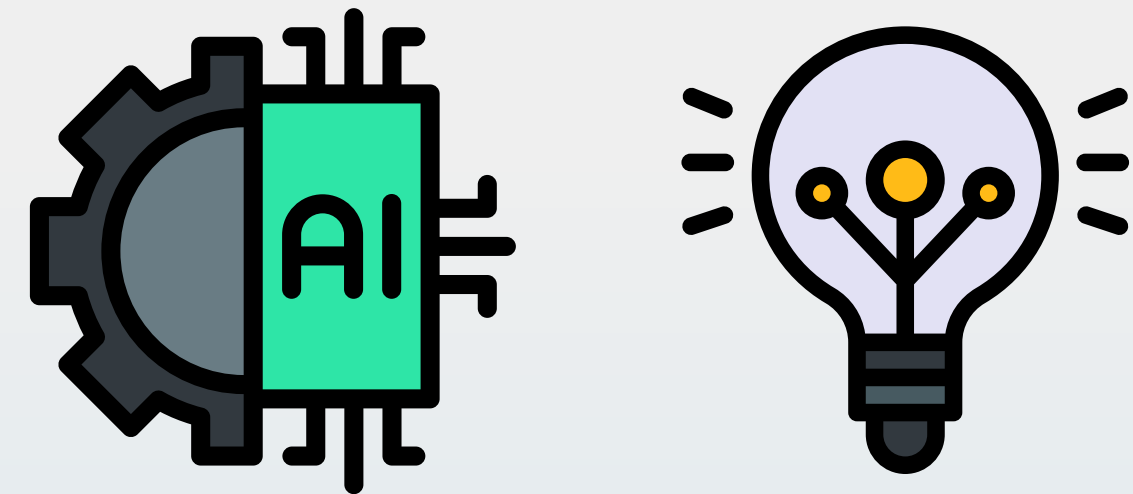
Competition with Established Local Veterinarians: PetPal TeleVet may face resistance or competition from traditional brick-and-mortar veterinary clinics, especially if they perceive virtual consultations as a threat to their business model.

Investment potential



Market Growth

The pet care industry is experiencing steady growth, driven by increasing pet ownership rates and rising expenditures on pet healthcare services.



Technological innovation

As technology advances, there is significant potential for innovation in the telemedicine sector, including virtual veterinary consultations. Investors may see value in supporting PetPal TeleVet's innovative approach to improving accessibility and convenience in pet care.

Market Potential

Growing Demand for Telehealth Services:

The rise in telehealth adoption, fueled by the COVID-19 pandemic, aligns with pet owners' increasing preference for convenient veterinary care.

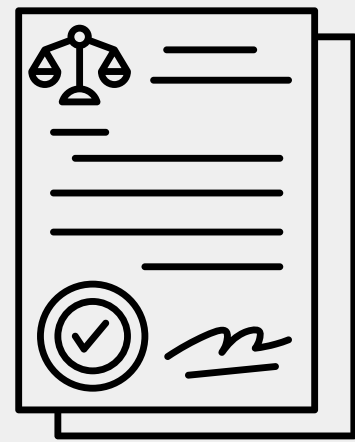
Untapped Market Segments:

Targeting underserved areas, working professionals, and elderly pet owners addresses specific needs, positioning PetPal TeleVet for market leadership.

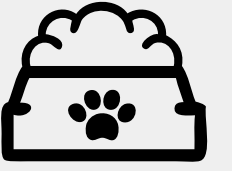
Expansion Opportunities:

Beyond urban areas, expansion into rural regions offers access to remote pet owners, establishing PetPal TeleVet as a vital resource for veterinary care.





Concept Testing



Concept Description

Introduce PetPal TeleVet as an on-demand virtual veterinary service that allows pet owners to consult with licensed veterinarians via a **digital platform**.

Highlight the **convenience, accessibility**, and quality of care provided, especially for non-urgent pet health issues.

Visuals and Prototypes

Show **mock-ups** of the app interface or website.

Include screenshots or a short video demo of how a consultation might take place.

Key Questions

How clear and appealing is the concept of a telemedicine service for pets?

What are the perceived benefits of using PetPal TeleVet?

What concerns might you have about using this service?

How likely are you to use this service if it were available?

What would you consider a fair price for a consultation?

Demographic Information

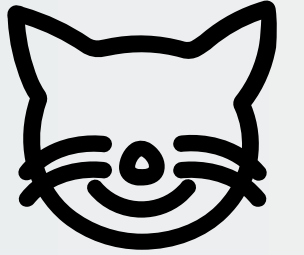
Gather information on the type of pets owned, pet ages, and any chronic conditions they might have.

Collect owner **demographics such as age, location** (urban/rural), and household income.

Comparative Analysis

Ask how PetPal TeleVet **compares to traditional veterinary services** in terms of convenience, cost, and trust.

Market Surveys



Demographic Questions

Segment by pet owner demographics: age, gender, location, type and number of pets, etc.

Behavioral Insights

Investigate how often pet owners currently seek veterinary care and their common channels (in-person, online)
Ask about past experiences with veterinary care and satisfaction levels.

Attitudinal Insights

Explore pet owners' attitudes toward telemedicine for humans to gauge openness to a similar service for pets. Identify perceived barriers and benefits to using an online veterinary service.

Brand Awareness and Perception

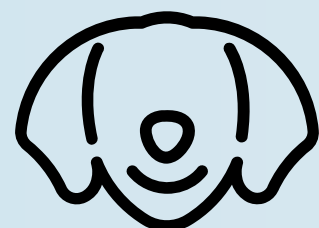
Measure initial reactions to the PetPal TeleVet brand concept.
Test different names, logos, or taglines to see which resonates most with potential users.

Satisfaction and Loyalty

For those who have used similar services, gauge their satisfaction and likelihood to recommend such services. Explore what features or service aspects would make them loyal customers.

Open-ended Feedback

Allow respondents to provide feedback on what additional features they would like to see or concerns they want addressed.





Revenue Projections



Introduction:

PetPal TeleVet anticipates generating revenue through two primary channels: virtual consultations and subscription-based health monitoring services.

Virtual Consultations:

Estimated monthly virtual consultations: 500

Price per virtual consultation: \$50

Projected monthly revenue from virtual consultations: \$25,000

Subscription-based Health Monitoring Services:

Estimated monthly subscriptions: 200

Price per subscription: \$30 (monthly)

Projected monthly revenue from subscriptions: \$6,000

Total Projected Monthly Revenue:

Virtual Consultations: \$25,000

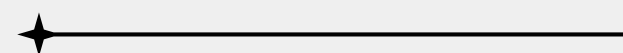
Subscription-based Services: \$6,000

Total: \$31,000

Seasonal Variations and Growth:

Anticipate seasonal fluctuations, with increased demand during peak pet health concerns (e.g., allergy seasons, holiday periods).

Expect steady growth in revenue over time as awareness of PetPal TeleVet services expands and customer base grows.



Expense Projections

Operational Expenses:

Personnel Costs

Technology Expenses

Marketing and Promotional Expenses

Administrative Expenses

Office rent, utilities, and office supplies:
\$3,000/month

Legal and Regulatory Compliance Costs

Legal fees, licenses, and compliance:
\$2,000/month

Variable Costs:

Telecommunication expenses for video
consultations: \$2,500/month

One-time Startup Costs

Initial platform development and launch
expenses: \$50,000 (one-time)



Total Projected Monthly Expenses

Operational Expenses: \$33,000

Variable Costs: \$2,500

One-time Startup Costs: \$50,000

Total Projected Monthly Expenses: \$85,500

Profitability Analysis and Cash Flow

Projection:

Further analysis of profitability, cash flow
projection, and financial statements will be
detailed in subsequent slides for a
comprehensive understanding of PetPal
TeleVet's financial outlook.



Conclusion



Transforming Pet Healthcare:

- PetPal TeleVet introduces a pioneering telemedicine service that **bridges the gap** in pet healthcare by providing accessible, timely, and quality veterinary care right from home.
- By leveraging digital technology, PetPal TeleVet connects pet owners with licensed veterinarians for consultations, advice, and non-urgent care, overcoming geographical and logistical barriers.

Market Ready and Scalable:

- With a robust digital platform tailored to the needs of modern pet owners, PetPal TeleVet is set to capture a significant share of the growing pet care market.
- Our service model addresses the key deficiencies in traditional veterinary care, including limited access, inconvenient hours, and high costs.

Strategic Growth and Future Prospects:

- Our strategic partnerships, targeted marketing strategies, and scalable distribution channels position us for rapid growth in urban and underserved areas.
- We are committed to continuous improvement through feedback, technological upgrades, and service diversification to meet and exceed customer expectations.

Call to Action:

- Join us as we embark on this exciting journey to transform veterinary care and improve the lives of pets and their owners.
- Let's make PetPal TeleVet the first choice for veterinary telemedicine services.



Thank You!



PetPal TeleVet

Connect. Consult. Care.