

# VetLink: Uber for Dairy Vets

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01

## Problem & Opportunity



The Problem: A Race Against Time

## Small Farmers Face Critical Vet Delays

Small- and medium-scale dairy and livestock farmers lose animals and income because they cannot reach a veterinarian quickly.

- ✂ **Fragmented Networks:** Phone-based systems are inefficient and slow.
- 📍 **No Real-Time Tracking:** Farmers are left waiting without updates.
- \$ **Opaque Pricing:** Unclear costs lead to distrust and financial strain.
- 📄 **Zero Documentation:** Lack of records hinders future care and analysis.



02

## Solution & Product

# VetLink Platform Overview

An "Uber-like" platform that instantly connects farmers with vets, reducing response time and livestock losses.



## Farmer-Facing App

Request service, describe symptoms, attach media, see transparent pricing.



## Backend Dispatch Engine

Matches requests by proximity, expertise, and rating.



## Vet-Facing App

Accept requests, navigate, log treatments, and receive payment.

# Seamless Uber-Style Request Flow

1

## Request & Describe

Farmer selects service, describes symptoms, attaches photos.

2

## Smart Dispatch

System sends request to qualified nearby vets.

3

## Accept & Track

Vet accepts, farmer sees live ETA and tracks arrival.

4

## Treatment

Vet provides on-site care and logs the treatment.

5

## Pay & Rate

Digital invoice, mobile payment, and mutual rating.

# Core MVP Features

A focused set of features to validate the core value proposition and ensure a seamless experience for both farmers and vets.



Farmer Registration & Profile



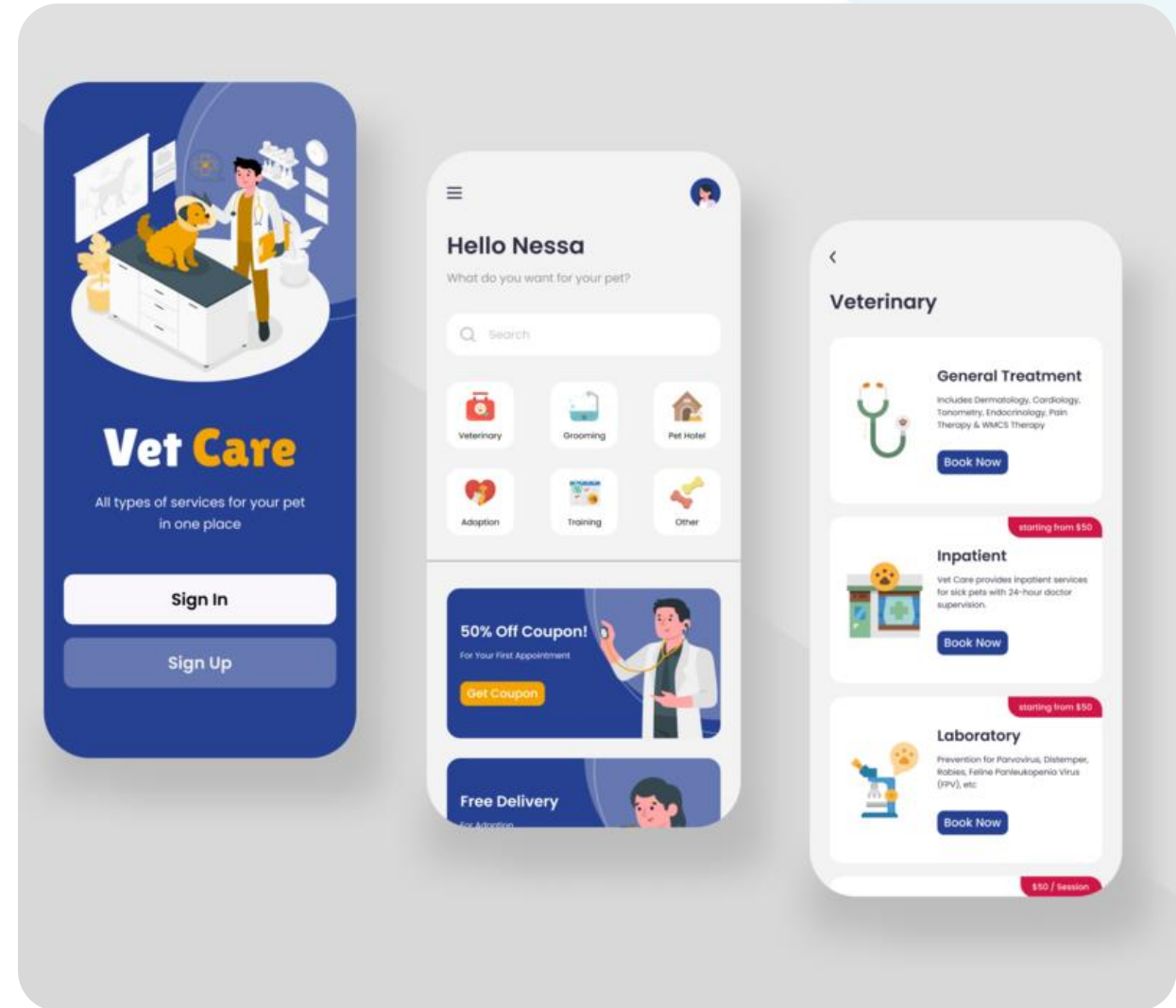
Quick Request Flow with Media



Live Vet Matching & ETA



Vet App with Navigation & Logging





# Post-MVP: Building a Full-Service Ecosystem

Transforming VetLink from a dispatch service into a comprehensive animal-health platform with high-value add-ons.



## Tele-Vet Consults

Remote video calls for initial assessments and follow-ups.



## Inventory & Medicine Orders

Integrated ordering system for drugs and farm supplies.



## Farm Analytics

Data-driven insights for herd health and productivity.



## Fleet Management

Tools for large practices to manage multiple vets and vehicles.



## Cooperative & Insurer API

Open API for partnerships with co-ops and insurance companies.



03

## Business & Go-to-Market

# Diversified Revenue Model

A multi-stream model ensuring platform sustainability and growth, creating recurring income while delivering clear value.



## Commission Per Booking

Primary revenue from a percentage of each completed service.



## Vet Subscriptions

Monthly fees for high-frequency vets for premium features.



## Enterprise SaaS Contracts

B2B sales to cooperatives and insurance companies.



## Value-Added Services

Medicine delivery, data reports, and other premium features.

# Strategic Go-to-Market Plan



## 1. Partnerships

Collaborate with vet associations for credibility and initial vet onboarding.



## 2. Pilot Launch

Launch in 1-2 high-density counties to test the model and refine operations.



## 3. Field Onboarding

Use field agents for direct training and support of farmers and vets.



## 4. Scale & Market

Leverage local radio, SMS, and referral programs to drive adoption.



04

## Execution Plan

# Development Roadmap & Milestones

1

## Months 0-1: Discovery & Partnerships

Finalize requirements and sign pilot partnership agreements.

2

## Months 2-4: MVP Build

Develop and test the core farmer and vet applications.

3

## Month 5: Pilot Launch

Go live in pilot counties, targeting 200 requests.

4

## Months 6-7: Iterate & Retain

Refine product based on feedback and focus on user retention.

5

## Months 8-9: Expand & Add Features

Add tele-vet and expand to adjacent counties, preparing for seed round.



05

Impact & Ask

# Success Metrics & Risk Mitigation

## Pilot Success Metrics

- 🎯 200 Requests in 3 months
- 🕒 Median Response Time
- 👤✓ >40% Farmer Retention
- 😊 Positive NPS from Users

## Key Risks & Mitigation

- 👤× Low Vet Adoption: Mitigated by partnering with vet associations for credibility and training.
- 📶 Poor Connectivity: Addressed with offline mode for core app functions and SMS fallbacks.
- ★ Quality Variance: Controlled through a robust two-way rating and review system.



The background is a solid teal color. It features several overlapping circles of varying sizes and shades of teal. A large, dark teal circle is on the left side. A medium-sized, light teal circle is at the bottom left. A large, light teal circle is on the right side. A small, dark teal circle is at the top right. The text "THANK YOU" is centered in the upper half of the image.

THANK YOU