

GoVetNow

A B2B2C vet-tech platform
that starts in Türkiye and
scales across Europe.

Emergency access • video consultation • field service •
health records



Problem: access to veterinary care is still fragmented

Core pain points for pet owners and livestock operators

- Urgent cases still struggle to reach the right vet fast.
- Phone, WhatsApp and field dispatch do not live in one workflow.
- Lack of video triage increases time loss and unnecessary visits.
- Clinical and field records remain scattered across channels.

Pet owners

- Need speed, trust and 24/7 guidance
- Need low-stress first contact from home

Farms and dairies

- Need digital triage before field visits
- Need herd records and operational visibility

The gap

Veterinary care is digitising, but very few products unify urgent access, telehealth, field dispatch and longitudinal records in one stack.

Solution: an end-to-end vet-tech platform

What GoVetNow does

- Emergency request routing and access to the right vet
- Video consults and digital pre-triage
- Records and follow-up for pets and livestock
- Workflow visibility for clinics and field teams
- Future layers: insurance, subscription and preventive care

User journey

- 1 Request** Issue submitted with animal profile
- 2 Triage** Chat, form or video-based first assessment
- 3 Routing** Remote resolution or in-person dispatch
- 4 Follow-up** Records, prescriptions, reminders, continuity

Product modules

Consumer app

Request flow, live consults, records and reminders

Vet dashboard

Case queue, availability, notes and follow-up

Field service layer

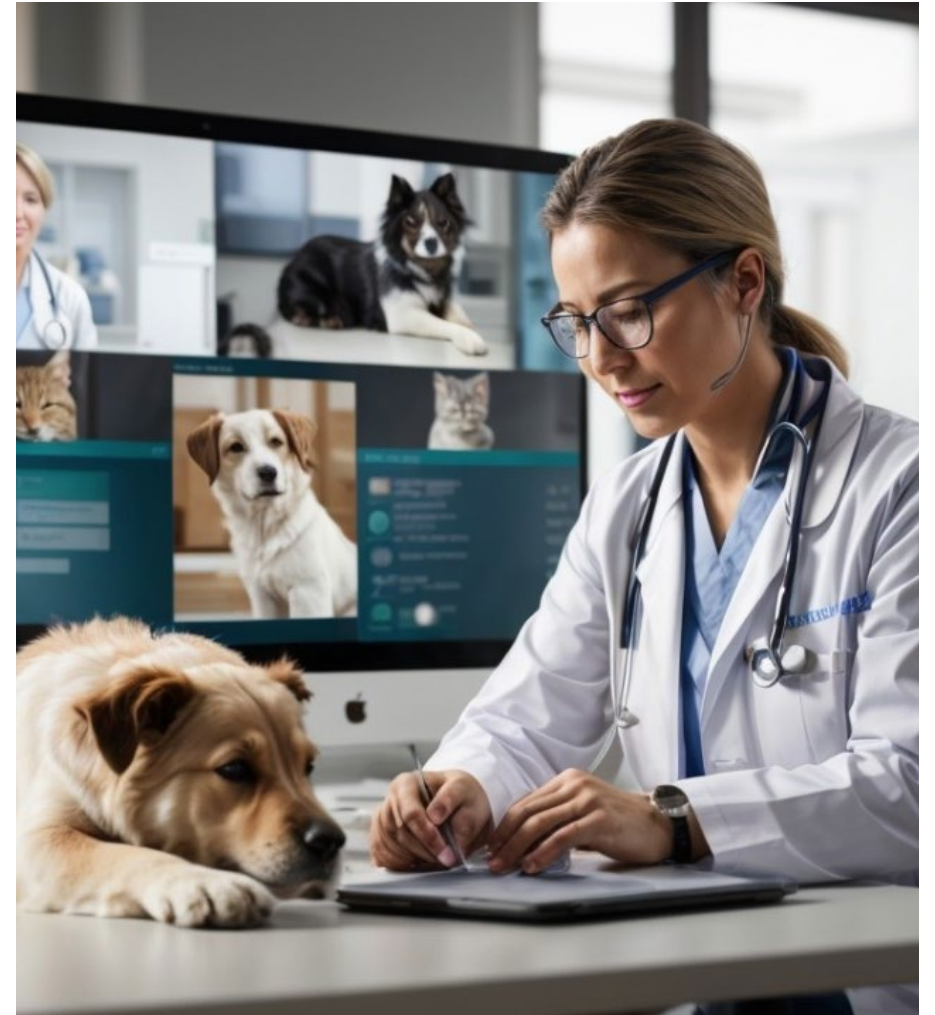
Home visit / farm visit routing and scheduling

Data layer

Animal profile, medical history, treatment continuity

Revenue layer

Consults, dispatch, subscriptions, B2B SaaS, commission



Market opportunity: large base, fast digital adoption

European pet base

166M households own at least one pet

Turkey entry wedge

14% of households have a cat or dog

Vet telehealth tailwind

**~\$365M in 2025
20%+ CAGR to 2030**

Why now?

- Pet humanisation and spending continue to expand veterinary demand.
- Remote assessment, preventive care and record management are gaining acceptance.
- Turkey offers whitespace for launch; Europe offers stronger scale potential.

What this means for GoVetNow

Start with urgent access and pet care, then expand into clinic software, field operations and EU growth to compound LTV.

Business model: hybrid B2B2C

B2C

- One-off video consultations
- Emergency routing / dispatch fees
- Subscription for repeated use and records
- Future partner revenue from insurance and care services

B2B

- Clinic dashboard and SaaS licensing
- Lead and case flow for vet networks
- Farm and dairy workflow software
- Enterprise partnerships and white-label options

Key operating metrics

- CAC vs repeat usage
- Consult-to-visit conversion
- Revenue per active clinic
- Farm / clinic retention
- Pet profile growth and revisit rate

Go-to-market and expansion path

Phase 1 | Turkey / pets

- Urban pet owners
- Independent vets and clinics
- Urgent access plus tele-consults

Phase 2 | B2B expansion

- Clinic software modules
- Farm and dairy pilots
- Recurring revenue layers



Phase 3 | Estonia / EU

- Structured startup ecosystem
- Licensing and partnership path into Europe
- Stronger cross-border healthtech equity story

Competition and moat

Alternative categories

Traditional clinics	Strong physical care; weak digital access layer
Pure tele-vet products	Good first touch; limited field and B2B depth
Clinic software tools	Strong operations; weak consumer demand capture
Horizontal marketplaces	Volume-led; shallow medical workflow depth

Why GoVetNow can win

- Combines B2C demand capture with B2B operating software
- Supports both pet and livestock use cases on one data layer
- Creates a fuller triage → dispatch → follow-up loop
- Starts in Turkey and scales into Europe with a stronger venture story

Why now?

The partner GoVetNow is looking for

- Seed support for product-market fit and initial commercial scale in Turkey
- Network access for clinics, B2B distribution and key hiring
- Strategic credibility for Estonia / Europe expansion
- A metrics-driven partner for vet-tech, digital health and marketplace execution

18-month focus

- MVP to reliable operating product
- Pilot clinics and field partners
- Recurring revenue layer activation
- EU market entry design and readiness

GoVetNow is not only digitising veterinary access; it is building a more accessible, measurable and scalable care infrastructure.