



**YOU** are invited to participate in an open competition to:

- search out & identify & communicate examples of best practices in Veterinary Innovation & Entrepreneurship

The results will be used to shape **curriculum** that captures the wide array of career paths that **veterinary leaders** actually pursue across the globe that adds to the depth and breadth of the industry & advances profession.

The competition will be in pilot mode in Zagreb VEF from **November 4th – 15th 2019** to test out this model and gather early results. Then it will be used in **TEACHER TRAINING ACTIVITIES** of teachers at veterinary schools in Europe.

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**PURINA**  
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Entrepreneur/Innovator: ...  
Enterprise/Innovation: ...  
Solving Veterinary Related Issue: ...  
City, Country: ...

Describe in this space an overview of the Veterinary **#problem**.

A bit about **the individual** or a **team** that has come up with a **solution**. Be specific about the solution they are offering and expand **milestones** they have achieved **over what period of time**.

Why were they motivated to do so in their **context**?

Connect why this story is motivating to **you** and why **you** chose it as a compelling example of *Innovation and Entrepreneurship* in the Veterinary Profession.

Why do you think it's creative for veterinary profession?

Fill this space with multiple images that visually explain the **problem**, **solution**, for whom (**target population**), in what **context** did the solution occur.

(with the logo or innovation identifier in the center.)

Student:  
Academic Institution:

Use second slide to document your resources



- Paul Hallett and Robert Dawson
- VET AI
- AI to Monitor Pet Health
- Leeds, United Kingdom

Vet Ai = create solutions to many modern vet and pet owner problems through applying AI to triage between low risk and high risk patients, and reduce the crowds in the waiting rooms.

The company was founded in 2017 in Leeds, United Kingdom. It has been winning many startup awards and launched its first product Joii in April 2019.

I relate to this story as I know of other healthcare business models that are trying to reduce the number of low risk cases so that they have time and prevention measures in place to catch and cure high risk cases. This being applied by VET AI can truly advance the profession.

The company is organized with a think tank of Veterinary stakeholders who can help to fast track innovations with feedback so that there is ongoing learning and development from professionals, pet owners and many other inputs to improve and launch new products and services leveraging technology.



**VET - AI**  
ANIMAL TECHNOLOGIES



Student:  
Academic Institution:

## **Sources Used for Presentation:** Profile on Paul Hallet of AI VET by XY

### **Articles:**

Cox, L. (25 April 2019) Innovation in the Veterinary Sector available at:

<https://disruptionhub.com/innovation-in-the-veterinary-sector/>

Rugg, P. (2019) A sick pet, an unthinkable choice available at:

<https://www.vox.com/thehighlight/2019/7/16/20694851/pet-insurance-sick-dog-cat-pets-vet-cost>

### **Company sites:**

<https://www.joiipetcare.com/>

<https://www.vet-ai.com/>

### **Image Sources:**

<https://www.geniusvets.com/blog/make-your-veterinary-office-lobby-less-waiting-and-more-welcoming>

<https://www.cbsnews.com/pictures/pet-hoarding-horrors-27-photos-spotlight-cruel-disorder/>