

The future of work in veterinary medicine



LEAD INVESTOR

Gale Wilkinson

I believe in the team and in the space - pet tech is ready for innovation, especially as it relates to how clinics & vets work. It's great that Hound already has significant distribution in vet clinics. Now, they have to focus on delivering an excellent product that is sticky and creates a lot of lift for their clients. I believe in the team and in the space - pet tech is ready for innovation, especially as it relates to how clinics & vets work. It's great that Hound already has significant distribution in vet clinics. Now, they have to focus on delivering an excellent product that is sticky and creates a lot of lift for their clients.

Invested \$2,500 this round

Highlights

- 1 **Critically Important:** Talent crisis in vet med, and 75M pets without access to care by 2030.
- 2 **Industry-Backed:** Funded by veterinary angels & workers plus Mars - the world's largest vet group.
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- 3 **Diverse Team:** Female and minority co-founders, LGBT, plus a cowboy 🤠
- 4 **Winning Team:** Domain experts, 40+ years experience, 3 vetmed exits & all 3 have invested in hound.
- 5 **World Class:** Top global pet accelerator alumni, beat incumbent in 6months, new category creators.
- 6 **Rapid Growth:** 2,000+ vet practices and 5,000+ vet med workers using hound since Q4 2021 launch.
- 7 **Proven Engineers:** Our dev team built veterinary software acquired by IDEXX (NASDAQ.IDXX).
- 8 **Hot Market:** \$275Bn by 2030. We're addressing a \$100Bn+ opportunity with \$50Bn+ in vet adjacencies.

Our Team



Andrew Luna Founder & CEO

- 10 years of veterinary industry experience - Scaled and sold a group of veterinary practices - Launched a TripAdvisor marketplace in Thailand - Built a 7-figure division as head of sales at a veterinary software company

We have been in this industry for more than a decade. Our best friends, family members, and closest colleagues work in this profession. We also all love our pets, and can't imagine a world in which we can't access care for them. We are building hound to provide needed solutions for people and pets we care deeply about.



Aydan Zeynalova Co-founder & Head of UX/UI

- 10 years of design and product experience - Launched National Geographic franchise in Azerbaijan as international marketing head - Extensive design experience with global brands including RedBull, L'oreal, Nestle, & more - Speaks 5 languages



Austin Huff Co-founder & Head of Growth

- 5 years of software startup experience - Top performer at care.com; HR software which sold for \$500M - Launched a new division of a leading multi-national veterinary software company - Sold software to several veterinary consolidators



Austin Villarreal Co-founder & Head of Operations

- 5 years of veterinary industry experience - Managed customer experience teams for a veterinary group - Launched new veterinary hospitals - Scaled a CPG company with a Whole Foods contract and managed all internal processes as director of ops



Caroline Casson Partner at VITALIZE



Jessica Cruz



Larissa Insogna



Gale Wilkinson

Our future of work platform creates greater access to vet care for the 200 million US pets in our homes, and a stronger, sustainable workforce for the 1 million US pet professionals who care for pets.



pet care is booming (and recession-proof)

\$100Bn

2020 US pet spending
APPA

\$275Bn

2030 US pet spending
Mars Veterinary



200M+ pets
in 90M+ US households, APPA

1M+ vet & pet professionals
in the US alone, BLS

but we have growing workforce problems & pet owner demand



#1

industry pain point is **hiring & retention**

95%

vet pros struggle **mentally & financially**

72%

of employees want **flexible work options**

75M pets without access
to necessary care by 2030, Mars Veterinary Health

\$50Bn revenue loss by 2030
from staffing & access to care problems

we are building the future of work in vet med



Greater Access to Care

- ✓ better pet health outcomes
- ✓ stronger pet owner spending

Stronger Workforce

- ✓ more people providing more care
- ✓ increased individual earnings

Healthier Culture

- ✓ happier teams & customers
- ✓ more productivity & less costs

improving access to vet care is a \$100Bn opportunity

scout & rally

recruiting & retention

Veterinary practices recruit and retain full-time, part-time, and relief veterinary workers.



home love

at-home vet care

Employed & gig workers provide at-home care for pet owners in partnership with veterinary practices.

part-time work relief shifts

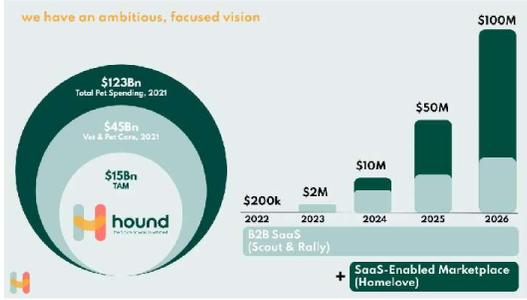
Employed Veterinary Workers

200M US pets x \$500/yr
\$100Bn Opportunity

we are aggregating thousands of workers & practices to launch at-home care

The Future of Work in Veterinary Medicine

<p>2,000+ practices 5,000+ workers</p> <p>launched Q4 2021</p> <p>scout™ veterinary recruiting</p> <p>\$100/user/mo \$500 per sponsored job 10% take rate per relief shift</p>	<p>100+ practices already waitlisted!</p> <p>launching Q4 2022</p> <p>rally™ veterinary retention</p> <p>\$500/practice/mo</p>	<p>30 markets prepared for pilot</p> <p>pilots begin 2023</p> <p>homelove™ veterinary at-home care</p> <p>\$500/pat/yr (service performed practices; pet team) (-10,000 pet visits per practice)</p>
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Forward looking projections cannot be guaranteed.

we're creating & dominating a new category

Agnostic Talent Platforms indeed craigslist officevibe	Veterinary Recruiting Platforms AVMA Retriever	Veterinary Retention Platforms modern's exit: yet	Veterinary Future of Work Platform hound
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- limited features
- not for pet care
- job posts only
- poor experience
- limited talent pool
- all-in-one recruiting & retention
- veterinary at-home care
- strengthen veterinary workforce
- improve access to care

7% of US practices joined Scout since Q4 2021

Hound is so beautiful and easy to use. Thank you!
Irisa Recruiter, Modern Animal

2,000+ practices using hound since Q4 2021 launch
5,000+ professionals using hound since Q4 2021 launch

we're a team of successful startup operators, investors, and advisors

Andrew Luna founder @ P&G	Aydan Zeynalova founder @ P&G
Austin Villarreal founder @ P&G	Austin Huff founder @ P&G

top global pet care accelerator
Leap completed Q2 2022!

category-leading investors
MARS Veterinary Health
COMPANION FUND
RGA Ventures
MICHELSON 20MM Foundations

successful veterinary advisors
Steven Carter Co-founder
TeleVet
Fred Gilje Co-founder
mixlab

Other advisors: PAZ, vetstoria, Care.com, IDEXX, Tribadvisor, BUROVE, MAMMOTH, reagenius

and we're seeking partners to grow with us

<p>\$700K raised</p> <ul style="list-style-type: none"> oversubscribed, \$100k user-funded initial product release (Scout) 30 cities, 2,000+ practices 5,000+ veterinary professionals 	<p>\$1.8M raised</p> <ul style="list-style-type: none"> now closing Rally launch R&D expansion Marketing growth \$2M+ ARR milestones Density in 50 metros Aggregate supply & prepare homelove launch markets
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100+ practices already waitlisted for Rally



*We successfully raised another \$100k community round through Wefunder as part of our pre-seed. Investor comments from our pre-seed community round and our current seed community round can be seen under the 'what people say' tab.