

NOW DELIVERED  
VIRTUALLY



# DIGITAL VETERINARY SUMMIT

August 25-27 | EDT Timezone  
ONLINE



A virtual summit by  
the organizers of  
the Animal Health  
Investment Forum

ANIMAL HEALTH  
INVESTMENT Europe

**USING DIGITAL TECHNOLOGY TO CONVERT DATA INTO  
ACTIONABLE INSIGHTS IN THE VET CLINIC AND ON THE FARM**

Companion Animals



Production Animals



**Tom McArthur**  
Head of  
Precision  
Livestock  
Business Unit  
**Zoetis**



**Kerri Marshall**  
DVM, MBA, Chief  
Information  
Officer, VP  
Innovation  
Compassio  
**First Pet  
Hospitals**



**Roy Stein**  
CEO  
**BabelBark**

*"Gaining insights into the digital animal health trends from start-ups, practitioners and industry has been very valuable and will enhance the adoption of digital technologies. To turn this into a regular event, at least 2x per year could be what is needed to accelerate the digital transformation in Animal Health."*

Dr Almut Hoffmann, Head of Global Marketing, Bayer Animal Health



**Matthew Salois**  
Chief  
Economist  
**AVMA**



**Brock Weatherup**  
CEO & Founder  
**Metamorphosis  
Partners**



**Joy Parr Drach**  
President & CEO  
**Advanced  
Animal  
Diagnostics**

**150+**  
**GLOBAL  
ATTENDEES** across  
our Animal Health  
Events

**12**  
**DIGITAL  
INNOVATORS**  
Presenting

**18+**  
Pre-scheduled  
**1-TO-1 MEETINGS**  
Per Person

ASSOCIATE PARTNER: **zoetis**

EVENT PARTNER:



# WELCOME

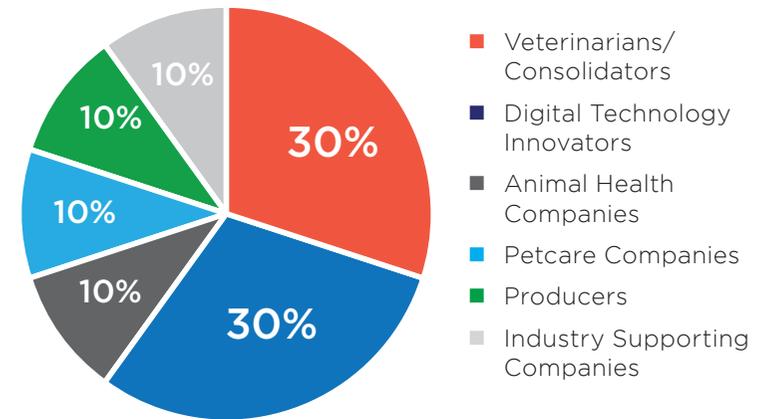


The animal health ecosystem is going through a **digital transformation**, as disruptive tools reshape the way we think about the **prevention** and **prediction** of disease. Innovators are disrupting the industry with digital solutions that have the capacity to enhance farm **productivity, maximize profitability and improve efficiency.**

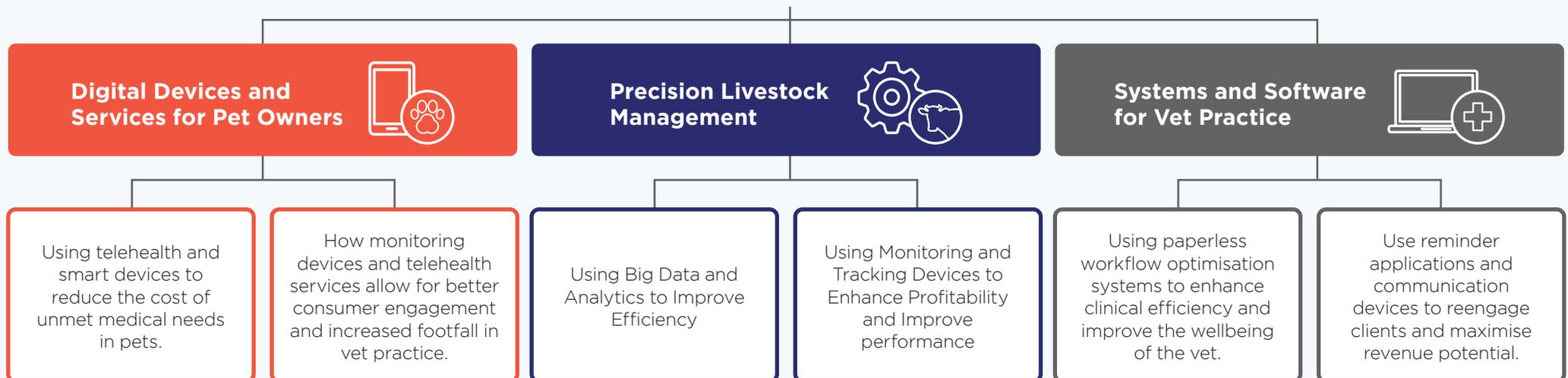
On the companion animal side, the 'millennialization' of pet ownership has resulted in a demand for digital solutions that **directly connect** the pet owner with the clinic. With 30% of pet owners not visiting vet clinics, practitioners are being forced to adopt solutions that are designed to **improve the pet-owner/vet relationship** and tackle the longstanding issue of **compliance.**

The **Digital Veterinary Summit** in Boston will bring together 150+ executives from across the animal health and veterinary industry, to examine the sector's **digital trends and dynamics**, and showcase some of the most exciting new technologies. Our focus will be across three key areas - digital and tech solutions for pet owners, precision livestock management systems and digital technology for veterinary practice.

## Who will attend



## Key Areas of Focus



# EMBRACE DIGITAL



Kisaco Research is committed to providing attendees across all of our events with the best possible experience, it's for this reason we've decided to go digital and embrace the amazing new technology that enables us to deliver a virtual event. Here's what we think are the biggest benefits of going digital, and how you can make best use of your event experience:

## TOP 10 BENEFITS OF VIRTUAL EVENTS



**Tailor Your Agenda** – with sessions spanning across multiple days, design your own agenda based on who you want to hear from and what will be most useful to your business.



**On-Demand Content** – missed a session or couldn't tune in that day? That's fine, sessions will be available to listen to for 2 months post event. That also means you can listen to your favourite speaker multiple times.



**Improved Audience Visibility** – you can see exactly who is registered to attend the event and when they're online – make that valuable connection in real-time!



**Get More Involved** – virtual events offer many more interactive opportunities than live events; participate in live polls, live Q&A and live panel discussions – helping you build your personal brand and your business connections.



**Business Development Opportunities** – for those looking to partner on the virtual events, there's lots of session formats that will place you at the centre of the conversations you need to have, including but not limited to; topic specific roundtables, keynote panels, ask the expert chat rooms and more. Talk to our team to find out more [partner@kisacoresearch.com](mailto:partner@kisacoresearch.com).



**High Quality Speakers** – this doesn't change, whether we run a live event or a virtual one, we recruit industry leading, insightful speakers to inspire.



**More Networking Opportunities** – do you sometimes miss the one person you were hoping to meet at live events? With virtual events you can instantly message them, reserve a time in their diary, and email them.



**Increased Content** – we can run more sessions at one time without the constraints of venue capacities, meaning we can provide you with more valuable content in one go.



**Save Time & Money** – tune into an event from the comfort of your own home, no need to travel overseas, spend time away from loved ones and spend your company's money! This makes networking and knowledge sharing much more cost efficient.



**Insights** – using analytics, we can help you benchmark, to stay ahead of industry trends. We can also share audience insights on job titles, seniority and geography, so you know your networking with the right connections to match your business needs.

For more information visit [www.digitalveterinarysummitusa.com](http://www.digitalveterinarysummitusa.com)

# 2020 SPEAKERS



Reimagine the Future of Animal Health with our Distinguished Speaker Lineup



Brock Weatherup  
CEO & Founder  
Metamorphosis Partners



Danilo Leao  
CEO  
BovControl



Matthew Rooda  
CEO  
Swine Tech



Joy Parr Drach  
President & CEO  
Advanced Animal Diagnostics



Matthew Salois  
Chief Economist  
AVMA



Peter Alberti  
CEO  
Inologica



Daniel Pomp  
Angel Investor  
UNC School of Medicine



Roy Stein  
CEO  
BabelBark



Audrey Wystrach  
Founder & CEO  
One.Vet



David Westenber  
CFA, Vice President  
Guggenheim Securities, LLC



Deb Leon  
CEO  
whiskerDocs



Rob Levin  
Managing Partner  
Clark Capital Partners



Vishal Singh  
CEO  
Quantified Ag



Nick Lloyd  
Director  
Vet XML Consortium



Zubin Bhattay  
CEO  
Your Fuzzy



Michael Overton,  
Global Dairy Platform Lead  
Zoetis



John Richeson  
Associate Professor of Animal Science  
West Texas A&M



Paul Mataras  
Managing Director  
Boston Veterinary Group



Mark Boddy  
CEO  
Paw Squad



Susie Samuels  
CEO  
Vet Help Direct



Kerri Marshall  
DVM, MBA, Chief Information Officer, VP Innovation  
Compassio First Pet Hospitals



Tom McArthur  
Head of Precision Livestock Business Unit  
Zoetis



Jan Robinson  
Registrar & Chief Executive Officer  
The College of Veterinarians of Ontario (CVO)



Dr Seth Krantz  
DVM, Tosh Pork, LLC  
Veterinarian



Jim Penrod  
Executive Director  
American Association of Veterinary State Board



Lizzie Lockett  
Director of Chief Executive Officer  
Royal College of Veterinary Surgeons



Dale Polson  
Global Technical Manager, Diagnostics and Monitoring Strategic Business Unit  
Boehringer Ingelheim



Bruce Truman  
Vice President of Business Development  
Babel Bark



Susan Sholtis  
President  
PetIQ

# WHY ATTEND?



## Digital Technology Innovators

- **Showcase your innovation in a room full of strategic investors and potential partners** including pet care companies, animal health companies, insurance providers and your peers
- **Meet potential partners** and listen as they describe exactly what they are looking for from their next digital partner and learn lessons from peers who have convinced vets and strategics of the value of their innovation



## Veterinarians / Consolidators

- Find out about how you can **improve your customer relationships and patient outcomes** by implementing digital technology
- **Maintain a competitive edge in the veterinary market** by learning about the latest technology from the pioneering digital innovators in the space



## Animal Health Companies

- Meet innovators with disruptive technology that can **improve the productivity, efficiency and performance of your customers**
- Be the first to meet the most disruptive innovators in both the production and companion animal space, to **build your M&A and investment pipeline**



## Petcare companies

- Meet cutting-edge innovators in the eco-system to **inform your innovation strategy and build your M&A pipeline**
- Maintain a competitive edge in the veterinary market by keeping up to date with the disruptive innovation being adopted by practices to **improve client engagement and retention in the digital age**



## Producers

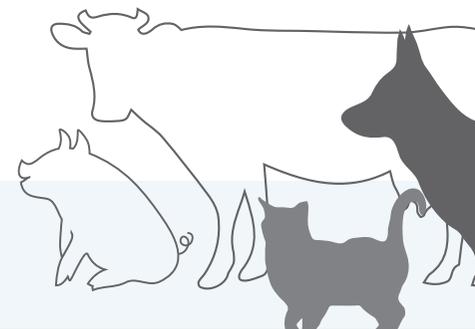
- Meet your next business partner with disruptive digital solutions that can improve on farm **efficiency, enhance profitability** and in turn **reduce cost and loss**
- **Stay ahead** of your competitors and learn about the **digital solutions** in place that are **transforming 21st century farming**

## 350+ meetings at the European Digital Veterinary Summit in 2019

1-to-1 meetings will be hosted by secure video chat and can be organised to suit your schedule

*“Great opportunity to gain valuable insights into the possibilities that technology will offer the veterinary profession.”*

Huw Stacey ,Director of Clinical Services, Vets4Pets (Pets at Home)





# Digital Technology INNOVATION SHOWCASE

10 digital veterinary technology innovators, distinguished by the prestigious Selection Committee, introduce themselves and their technology in a quick fire round of presentations.

The Showcase will be divided into two distinguishable sections: Companies presenting with Companion Animal Focused Technology and companies with Livestock/ Production Animal Focused Technology.

Each company will have the chance to deliver a 7-minute presentation, and 3 minutes will be reserved to take 2-3 audience questions.

## Who should apply?

### Companion Animal Digital Technology



Telemedicine, telehealth, reminder applications, trackers, wearables, platform market places, etc.

### Production Animal Digital Technology



Monitoring devices, identification devices, trackers, wearables, remote sensors, digital cameras, microphones, environmental sensors, etc.

## SELECTION COMMITTEE



Eric Garcia  
CEO and Digital Strategist  
**Simply Done Tech Solutions**



Sebastien Lafon  
Founder  
**Adapt 1st**



Bruce Truman  
Vice President of Business Development  
**Babel Bark**



Daniel Pomp  
Angel Investor  
**UNC School of Medicine**



Theresa Bernardo  
Professor  
**University of Guelph**



## Hear what one our previous finalists had to say about their experience

*"These events are so important for smaller players because there are a lot of very big veterinary companies here that we would have found to get into very difficult at such a senior level and so we need to come to these events to get airtime with the very senior people at those companies."*

Andrew Monk, Founder, ioLight Magnificent Mobile Microscopes

**Deadline for submissions:  
20 July 2020**

10.00am

## INTERACTIVE PANEL DISCUSSION A Global Regulatory Perspective on the use of Telemedicine in Veterinary Practice

- Open and frank discussion on the changing attitudes toward telemedicine and telehealth services.
- What are the challenges and barriers preventing the adoption and use of telemedicine services?
- Lessons learnt from countries who have permitted remote veterinary care.



**Jim Penrod**  
Executive Director  
American Association of Veterinary State Boards



**Jan Robinson**  
Registrar & Chief Executive Officer  
The College of Veterinarians of Ontario (CVO)



**Lizzie Lockett**  
Chief Executive Officer  
Royal College of Veterinary Surgeons

10.35am

## INTERACTIVE PRESENTATION Commercial Deep Dive - Current Market Trends and Dynamics of the Digital Veterinary Industry

The veterinary profession has experienced significant disruption over the years, since the corporatization of vet practices began roughly 30 years ago. In addition to increasing consolidations, the relationship the pet parent has with the practice has begun to shift drastically as veterinarians are increasingly being judged on how they connect with their clients digitally. In this session we will hear from David Westenberg as he does a deep dive into the transformation of the veterinary industry and the role digital technology plays in any current or future disruption. *Supported with Interactive Q&A*



**David Westenberg**  
CFA, Vice President  
Guggenheim Securities, LLC.

11.10am

## BREAK

Visit a booth with a cup of coffee, or ask an expert

11.25am

## INTERACTIVE PRESENTATION The Future of Integrated Systems In Livestock

Like the millennial pet parent, farmers are demanding one integrated system that has multiple functionalities including collecting data, tracking inventory and providing alerts. In this session will discuss the future of integrated systems in livestock as we explore the vision of the industry to create a system that 'speaks'. *Supported with Interactive Q&A*



**Michael Overton**  
Global Dairy Platform Lead  
Zoetis



**Tom McArthur**  
Head of Precision Livestock Business Unit  
Zoetis

12.00pm

## INTERACTIVE PRESENTATION Consumer Deep Dive - The Impact of Covid 19 on the Vet/ Pet Owner Relationship.

The veterinary profession has experienced significant disruption over the years, no more so than the impact of Covid-19. The relationship the pet parent has with the practice has begun to shift drastically as veterinarians are increasingly being judged on how they connect with their clients digitally. In this session we will hear from Matthew Salois of the AVMA as he does a deep dive into the transformation of the veterinary industry and the role digital technology plays in current and future disruption. *Supported with Interactive Q&A*



**Matthew Salois**  
Chief Economist  
AVMA

12.35pm

## BREAK

12.50pm

## INTERACTIVE PANEL DISCUSSION How Data From Diagnostics can Improve Producer Decision Making to Enhance Productivity and Reduce Cost and Loss

This panel will give real life examples of how customers have used digital solutions to improve on farm efficiency, productivity and performance. Discussion on how innovators have grown their customer base, demonstrating to the industry how digital solutions can act as viable alternatives to antibiotics to reduce cost and loss. *Supported with Interactive Q&A*



**Joy Parr Drach**  
President & CEO  
Advanced Animal Diagnostics



**Matthew Rooda**  
CEO  
Swine Tech



**Vishal Singh**  
CEO  
Quantified Ag

1.20pm

## End of Day One

Content Finishes. Networking platform opens.

August 26, 2020

# VIRTUAL CONFERENCE DAY TWO

\*All timings are in Eastern Time US

10.00am

## **INTERACTIVE PANEL** The Future Role of Smart Technology and Infrastructure on the Farm

- A cross stakeholder discussion on the importance of an established infrastructure to limit the volatility of disruptions such as Covid 19.
- How can enhanced remote work reduce inefficiencies and improve wellbeing on the farm?
- How will Covid 19 effect the farming industries attitude towards infrastructure and technology on the farm?



Matthew Rooda  
CEO  
**Swine Tech**



Dale Polson  
Global Technical Manager, Diagnostics and Monitoring Strategic Business Unit  
**Boehringer Ingelheim**



Dr Seth Krantz  
DVM, Tosh Pork, LLC,  
**Veterinarian**

10.35am

## **INTERACTIVE PRESENTATION** The Impact of Targeted Digital Technology Solutions In Reducing Antimicrobial Use to Tackle the Longstanding Bovine Responsibility Challenge Bovine respiratory disease (BRD)

Bovine respiratory disease (BRD) is the most common and costly disease of beef cattle in North America, and in this session John Richeson will provide his insight on:

- Where technology can be helpful regarding animal health management and antimicrobial use.
- The use of digital solutions to improve the ability to predict health risks to animals and ensuring targeted use of antimicrobials



John Richeson  
Associate Professor of Animal Science  
**West Texas A&M**

**“The Digital world is evolving so fast, that you need to have these events so that you can generate that cross polination of information so that the whole industry evolves”**

Fernando Riaza, Vice President of Global Marketing, Merck Animal Health

11.10am

## **BREAK**

Visit a booth with a cup of coffee, or ask an expert

11.25am

## **INTERACTIVE PANEL** How will Business Models Change to Meet the Consumers Needs in the Veterinary Industry and What Opportunities does Covid 19 present Direct to Consumer Pet Brands looking to Engage the Millennial Pet Parent in a Meaningful way

- Covid 19 has driven ecommerce through the roof, but how will business models and direct to consumer offerings change in a post covid 19 world.
- How is the consumer viewing the world during this period of isolation and social distancing, and what opportunities can digital start-ups leverage during these turbulent times.

Supported with Interactive Q&A



Zubin Bhattay  
CEO  
**Your Fuzzy**



Audrey Wystrach  
CEO  
**One.Vet**



Mark Boddy  
CEO  
**Paw Squad**



Susie Samuels  
CEO  
**Vet Help Direct**

12.00pm

## **INTERACTIVE PANEL** A Start-Ups Guide to Raising Capital Effectively in a post Covid 19 world – An Investors Perspective

The digitalization of healthcare phenomena is quite new in the animal health arena and yet a challenge many innovators face is raising capital to get their businesses ahead. In this session we will hear from a panel of investors as they discuss:

- The steps start-ups can take to stand out to investors and effectively raise capital in this uncertain climate.
- Raising capital outside of the West Coast. Is there a bias towards California based start-ups?
- What investors and corporate partners look for Innovations at the top of the agenda for investors in 2020

Supported with Interactive Q&A



Daniel Pomp  
Angel Investor  
**UNC School of Medicine**



Robert Levin  
Managing Partner  
**Clarke Capital**



Brock Weatherup  
CEO & Founder  
**Metamorphosis Partners**

12.35pm

## **End of Day Two**

Content Finishes. Networking platform opens.

August 27, 2020

# VIRTUAL CONFERENCE DAY THREE

\*All timings are in Eastern Time US

10.00am

## **INTERACTIVE PRESENTATION** The Future of Platform Technology in the Veterinary Space

Across various industries millennials are moving away from using vertical apps and towards horizontal platform systems that connect multiple phases of the veterinary landscape. In this session, we will explore the differences between horizontal and vertical systems and why platforms which are described as having wider capabilities are set to disrupt the veterinary space.

Supported with Interactive Q&A



Roy Stein  
CEO  
BabelBark

10.35am

## **INTERACTIVE PANEL DISCUSSION** Post-pandemic Practice Support - How to Band Together for Success

Vet practices were challenged to make technology decisions before the pandemic period. The pandemic itself provoked instant - and often uncomfortable - changes to process and technology. Once the pandemic subsides there will be a long period of operational recovery during which it will be harder than ever to introduce new innovation into vet practices. As an industry of digital transformation suppliers we have the primary responsibility to focus on business value and ease of adoption for our offerings. This session will address the post-pandemic needs of vet practices and inspire

Supported with Interactive Q&A



Peter Alberti  
CEO  
Inlogica



Kerri Marshall  
CIO & VP Innovation  
Compassion-First Pet Hospitals



Paul Mataras  
Managing Director  
Boston Veterinary Group



Bruce Truman  
Vice President of Business Development  
BabelBark

11.10am

## **BREAK**

Visit a booth with a cup of coffee, or ask an expert

11.25am

## **INTERACTIVE PANEL** Overcoming the Prove then Deploy Dichotomy - Disruptive Partnerships Between Digital; Technology and Animal Health

There has traditionally been a rigid dichotomy between healthcare and technology, as in veterinary health there is a prove then deploy attitude whilst it is the reverse in the technology space. In this session we will hear about some landmark industry collaborations between digital innovators and veterinary service providers, with a discussion on how both sides have come to work together to improve health outcomes and maximise profitability.

Supported with Interactive Q&A



Deb Leon  
CEO  
whiskerDocs



Bruce Truman  
Vice President of Business Development  
BabelBark



Susan Sholtis  
President  
PetIQ

12.00pm

## **INTERACTIVE PRESENTATION** The Role of Digital Technology in Decreasing the Footprint of Livestock to help Preserve the Environment

Due to the links between the agricultural industry and climate change, a range of trends have emerged ranging from a rise in veganism to demands for a call to reduce antibiotic usage. In this session we will hear from the CEO of Bov Control as he explores how digital technology can be used to improve the decision making of farmers and as a result, measure and manage the emission of greenhouse gases on the farm more efficiently.



Danillo Leao  
CEO  
BovControl

12.35pm

## **BREAK**

12.50pm

## **INTERACTIVE PANEL** Overcoming the Data Standards Challenge in Vet Practices

The lack of data standards in the veterinary industry has caused a cornucopia of challenges to innovators. These include the financial costs start-ups accrue trying to access and convert data into a consistent format to the perception this fragmentation gives to possible strategic partners who may doubt a start-up's ability to scale. In this session, the panel will discuss the steps the industry needs to take to tackle the data standards challenges and the existing initiatives in place that are designed to support disruptors trying to access the veterinarian with this longstanding issue.

Supported with Interactive Q&A



Peter Alberti  
CEO  
Inlogica



Nick Lloyd  
Director  
Vet XML Consortium

1.20pm

## **End of Day Three**

Content Finishes. Networking Continues.

# PARTNERSHIP OPPORTUNITIES



The Digital Veterinary Summit is far from the typical 'meet-and-greet' exhibition experience. As a sponsor or exhibitor, you will be positioned as a partner of the event with a focus on the benefits of your product and brand, rather than just a name on an exhibition list.

With our extensive marketing experience and strategy, your partnership with the conference will grant you a sponsorship package that is an extension and enhancement of your current marketing and branding efforts.

**If you fit into one of these categories, this summit is the perfect opportunity for you:**

- Animal Health Companies
- Petcare Companies
- Insurance Providers
- Vet Service Providers
- Investment Bankers
- Consultants
- Start-ups
- Producers

**CONTACT OUR COMMERCIAL PARTNERSHIPS TEAM**

E: [partner@kisacoresearch.com](mailto:partner@kisacoresearch.com) | T: +44 (0)20 3696 2920

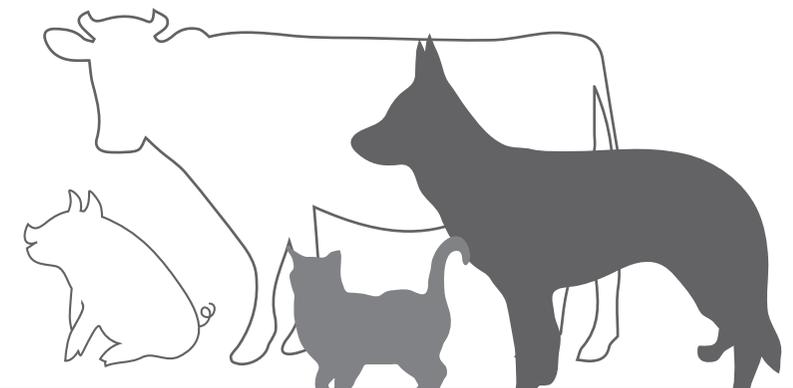
ASSOCIATE PARTNER:

**zoetis**

EVENT PARTNER:



ASSOCIATION PARTNER:



# PRICING



	STANDARD RATE
<b>Emerging Pass</b> (Pre-revenue companies, Emerging Companies up to \$4 million in annual revenue, Angel and Venture Capital Investors, Vet Practice Owners and corporate Vet Groups)	\$299
<b>Multinational Pass</b> (Companies above \$100 million in annual revenue )	\$999
<b>Service Provider Pass</b> (Private Equity, Consultants, Vet Service Providers, M&A Advisors)	\$999

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**Save 15%** Book a team of 5+

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