

# The Vetpreneur Start Up Guide

Trusted partners to help you plan, build, launch and grow a successful independent veterinary practice



Starting and growing a practice is a big step, but you don't have to do it alone.

This guide brings together trusted Vetpreneur partners who can support you with funding, legal advice, technology, equipment, marketing and more. Each partner has been carefully selected and offers exclusive benefits to Vetpreneur members. Use this guide to help you launch and build your practice with confidence.

## The Vetpreneur Team

### Plan Your Practice

Build strong foundations and avoid costly mistakes before you spend a penny.

The decisions you make before you open are often the most consequential – and the least reversible. The partners in this stage will help you get your legal structure right, secure funding, understand your true costs, and build a purchasing strategy from day one. Most members wish they had found these people sooner.

#### Quick Wins - Start Here

- Speak to Medifinance before you approach your bank - you may qualify for better terms.
- Contact Greenwood's before you sign any lease or shareholder agreement.
- Contact Pioneer Veterinary Products to help with room templates and estimating costs.

#### Greenwoods

##### The Legal Stuff

Legal support for all aspects of practice set-up, including contracts, leases, ownership structures and employment matters

#### Your Exclusive Member Advantage

- Free 30-minute initial consultation – no obligation
- Specialist veterinary sector knowledge (not a generic law firm)
- Support across all stages: set-up through to practice sale

→ **Book your free consultation at law before signing anything**

Contact: **Tim Jenkins** [tjenkins@greenwoods.co.uk](mailto:tjenkins@greenwoods.co.uk) | **Lisa Allum** [lallum@greenwoods.co.uk](mailto:lallum@greenwoods.co.uk)

#### Medifinance

##### Funding Your Dream

Expert finance solutions for veterinary professionals – access the funding and expertise needed to launch.

#### Your Exclusive Member Advantage

- Specialist veterinary finance advisors (they understand your business model)
- Support across equipment finance, practice loans and property
- Guidance on structuring finance to minimise personal risk

→ **Speak to Medifinance early – before you approach a bank directly**

Contact: [rcox@medifinance.co.uk](mailto:rcox@medifinance.co.uk)

#### Pioneer Veterinary

##### Products

##### Kitting You Out

Veterinary consumables and equipment advice to help you plan and cost your set-up accurately.

#### Your Exclusive Member Advantage

- Free equipment list by room with expected costs – invaluable for financing applications
- Suggested consumables stock list to get you started
- Access to Pioneer CPD Academy resources

→ **Request your free room-by-room equipment list to use in your finance application**

Contact: [leads@pioneervet.co.uk](mailto:leads@pioneervet.co.uk)

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## Build & Launch Your Practice

Create a practice that attracts clients and operates efficiently from day one

Foundations are in place. Now it is time to build the practice clients will actually experience – your brand, your online presence, your physical environment and your tech infrastructure.

First impressions are remarkably hard to undo. These partners help you get it right from the beginning.

### Quick Wins - Start Here

- Reach out to MiVetClub before you place your first stock order and unlock £2k of Vetpreneur support
- Book a branding session with Practice Made Purrfect before you finalise your name or logo
- Engage Veterinary IT Services before selecting your practice management system
- Speak to Digital Practice before your website goes live.

#### MiVetClub

##### Saving You Money

Procurement planning, supplier discounts and financial efficiencies from day one.

#### Your Exclusive Member Advantage

- Your Exclusive Member Advantage
- Net-net pricing and supplier invoicing support – better cash flow from the start
- Start-up and expansion discounts unavailable outside of Vetpreneur membership
- Preferential laboratory and cremation rates
- £2,000 of Vetpreneur consultancy support included

→ Reach out to MiVetClub before you place your first order to unlock member pricing

Contact: [Carly.zydbal@vetshare.co.uk](mailto:Carly.zydbal@vetshare.co.uk)

#### Veterinary IT Services

##### The Tech Stuff

Technology strategy, infrastructure and system selection – so you avoid costly mistakes before they happen.

#### Your Exclusive Member Advantage

- Free IT Discovery Session worth £1,495 for new practices
- Independent advice on practice management systems – not tied to any vendor
- Strategic IT review covering infrastructure, connectivity and future-proofing

→ Book your free IT Discovery Session before you purchase any hardware or software

Contact: [jack.peploe@veterinaryitservices.co.uk](mailto:jack.peploe@veterinaryitservices.co.uk)

#### Practice Made Purrfect

##### Building Your Brand

Websites, health plans, branding, marketing strategy, and pricing – everything that shapes how clients see you.

#### Your Exclusive Member Advantage

- Exclusive marketing audit worth £400 with a donation to Vetlife
- Expert advice on branding, websites, pricing, health plans and client communications
- Practical support to build a more profitable practice from day one

→ Claim your £400 marketing audit – exclusive to Vetpreneur members

Contact: [Justin@practicemadepurrfect.com](mailto:Justin@practicemadepurrfect.com)

#### Digital Practice Getting You Online

Client and team communication, on line booking and payment solutions for a great digital experience.

#### Your Exclusive Member Advantage

- 3 months FREE Digital Practice Messaging & Payments, including a welcome campaign
- No setup fee on pay-monthly websites
- 6 months VetHelpDirect Premium Listing + free reviews email campaign + BestUKVets Awards entry

→ Activate your free three-month messaging package as soon as you open

Contact [susie@digitalpractice.vet](mailto:susie@digitalpractice.vet)

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## Build & Launch Your Practice

### Creative Corridors Creating Great Spaces

Practice artwork and visual environments that enhance the client experience and make your practice memorable.

#### Your Exclusive Member Advantage

- Your Exclusive Member Advantage
  - Free wall artwork visualisation service – see exactly what your practice could look like before you commit
  - Bespoke designs tailored to your practice personality and values
- **Request your free practice visualisation to see the difference great design makes**

Contact: [info@creativecorridors.co.uk](mailto:info@creativecorridors.co.uk)

#### Your Exclusive Member Advantage

- 5% discount on orders over £500 – exclusive to Vetpreneur members
- Free branded uniform visuals before you order
- Sizing samples available on a sale-or-return basis – no risk

→ **Request your free branded uniform visuals before your launch**

Contact: [info@bequestrian.co.uk](mailto:info@bequestrian.co.uk) | [01562 814114](tel:01562814114)

### BVet & Bequestrian Looking the Part

Branded veterinary uniforms and workwear to project a professional, cohesive team image.

**OUTCOME:** A professional, efficient and client-friendly practice – with a brand, a website, a great physical space and a team that looks the part – ready to welcome its first clients..

# Vetpreneur Team Support

**Ongoing Coaching & Consultancy Support from the Vetpreneur team:** Flexible, founder-led support designed to accelerate growth and strengthen leadership at every stage of your journey.

## 3 Pathways of Support



### Strategic Growth Consultancy



#### Tracey Morley Jewkes

MBA, Dip Mgt, FCMI

**Deep-dive consultancy, partnership focused on long-term practice performance, structure and growth.**

- In-practice & virtual CPD delivery
- Operational performance frameworks
- Financial & structural optimisation
- Leadership & team development
- Implementation support and accountability
- 12-month consultancy engagements
- Fractional Director / NED options

**Best for:**

Established practices ready for structured, strategic growth

**Contact:** [tracey@vetpreneur.co.uk](mailto:tracey@vetpreneur.co.uk)

### Founder Coaching & Leadership Development



#### Emma Barnes

Experienced Senior Business Leader Executive & Business Coach

**Personalised coaching designed to strengthen leadership capability, decision-making and founder performance as you scale.**

- 1:1 founder or leadership team coaching
- Variable engagement lengths (3 / 6 / 12 months)
- Growth & accountability coaching
- Leadership confidence & clarity
- In-practice DISC communication workshops
- Team dynamics & performance sessions

**Best for:**

Founders and leaders wanting support to grow themselves or their teams while scaling their business.

**Contact:** [emma@vetpreneur.co.uk](mailto:emma@vetpreneur.co.uk)

### In-Practice Start Up Consultancy



#### Brian Faulkner

BSc (Hons), BVM&S, CertGP(SAM), CertGP(BPS), MBA, MSc(Psych), FRCVS

**Hands-on, in-practice support designed to help start-ups build strong commercial and operational foundations from day one.**

**On-site practice immersion days**

- Optimise Clinical-Client operational systems from Pre-Clinical contact, through Clinical contact within consultations to Post-Clinical Finish & Follow up.
- Optimise the Clinical-Financial productivity through proactive clinical care while charging fair and reasonable prices.
- Cost analysis and profitability tracking using practical, clinical based, operational KPI's.

**Best for:**

Early-stage practices wanting practical, on-the-ground implementation support

**Contact:** [brian@vetpreneur.co.uk](mailto:brian@vetpreneur.co.uk)