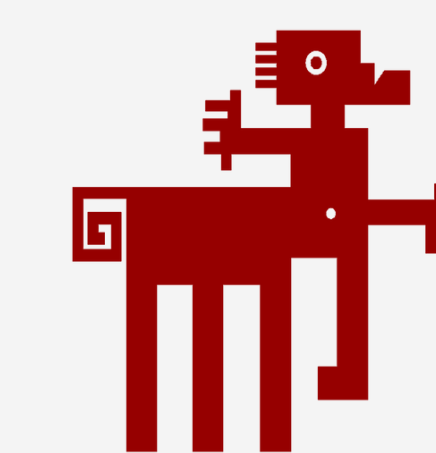


**A business that opens a portal between Vet Services and Pharmaceutical Industry**



FACULTAT DE  
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01

**Description**

I want to establish a **start-up** business to be the nexus between veterinary services and pharma industry. Based in Catalonia, but operating online.

02

**Mission & Vision**

MISSION:

- Generate a **database** (cohort studies)
- Big Data **Analysis**
- Contact** with individuals for clinical trials.

VISION:

- Online = less physical restrictions
- Multinational enterprises

03

**Values**

- Responsibility with investigation
- Number reduction of animals used
- Free access to new drugs
- Reduction of costs  
*(ethical and economical)*



04

**Human resources**

MANAGER

24.000 € (36.000 €)

ADMINISTRATIVE + CM

7.000 € (10.500 €)

COMERCIAL(S)

16.000 € (24.000 €)

32.000 € (48.000 €)

+insurances



05

**Services**

**BIG DATA ANALYSIS**

35.000€/year

**Personalized publicity**

0,5€/click

**Clinical trial inclusion for critical patients**

free of charge

06

**Sales**

$$Q = \frac{\text{Total costs} - 3 \times 15.000}{35.000} = 3$$



**Results**

It's important to keep in mind that the first year we'll need extra financing during the first year (Business Angels).

During the second year we might need to hire new personal so we will have a new **Balance Point**.

Limitations in price point establishment

e-LABVET will face a big marketing effort during the first years:

- *Digital Marketing,*
- *Vet Influencers*
- *Collaborations with big clients*

We need to get our message through pet owners and Pharmaceutical companies.

In conclusion, e-LABVET is an innovative proposal for the sector which can lead to a decrease in ethical and economical costs. And might help Big Pharma become more popular and wash its image.

This kind of services are starting to develop in human medicine so we still have all the market niche to ourselves.