



Quarterly Newsletter

August 23, 2024



Hello Ginger & Nash Friends, Family, Advisors & Consultants

Welcome to the inaugural edition of the Ginger & Nash newsletter! You all have played a critical role in the development of this new business venture. Thank You for your continued support!

As we progress down this entrepreneurial journey, we will share regular updates highlighting key milestones reached and critical next steps. We also invite you to share feedback and ideas with us along the way.

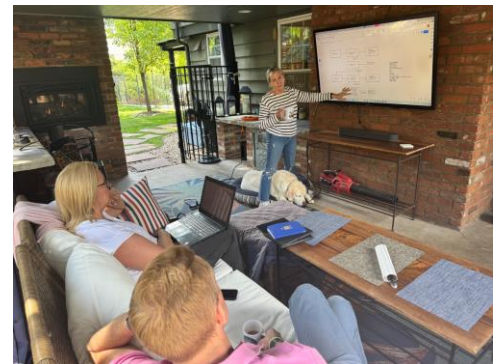
The beginning

As many of you know, the idea for Ginger & Nash started when one of our co-founders, Leigh Radtke, was seeking veterinary services to come to her home to provide wellness services for one of her anxious dogs. The lack of resources available and the frustration of finding quality care led to the creation of Vet to Pet, now Ginger & Nash, providing mobile vet services and a unique pet lifestyle app.

A new name

We've rebranded and are now Ginger & Nash. Ginger was Leigh's beloved Labrador/Golden Retriever mix that saw her through a period of personal change and growth. Nash is her oldest of three English Labradors who provides constant support through tail wags and nose bumps and has been an active part of our planning session. We're excited about our new name and the personal story behind it as it reflects the care and purpose behind our vision. While the name changed, our mission remains the same –

To provide a mobile veterinary and pet lifestyle solution for more accessible pet care.



May 2024 team planning offsite

Evolution of our Solution

Ginger & Nash is developing a solution that encompasses more than a mobile vet service. We are building a pet lifestyle solution that focuses on wellness and happy pets, while partnering with existing animal hospitals. Our solution will be based on a digital platform and allow members to join to receive mobile visits as well as additional pet services like dog walking, poop scoop, telehealth, pet product and insurance discounts.

Our Leadership Team

We've added two new faces to our leadership team over the past few months. Sarah Pew, ex-Visa and ex-UberEats is heading up and overseeing marketing strategy and communications including logo and brand guidelines as well as our marketing plan and website. Matt Baker ex-Visa turned small business and start-up consultant is developing our sales pitch and fine tuning our customer experience and advising on our technology strategy. Beyond their areas of expertise, they are all-around outstanding people, who share our passion and dedication and are pet lovers to boot.



We have also added some additional resources behind the scenes to support finance, legal, operations, social media and content and are so thankful for their willingness to jump in and help wherever it's needed.

Major Milestones

We've made significant achievements over the last six months.



Events



We're excited to attend the [2024 Animal Health Summit](#) August 26-27 in Kansas City.

We are looking forward to networking with potential partners, meeting industry thought leaders, and building our connections in the industry.

If you will be in attendance or know anyone we should meet, please reach out to Leigh or Kara to make the introduction. Ginger & Nash swag on us!

Next Steps and Where You Can Help

There are a few key focus areas for the rest of 2024 as we plan for launch in 2025. Notably:

- 🧠 **Team:** We are interviewing Animal Health Care Advisors to join our leadership team.
 - If you have recommendations for candidates, please send us an email at kara@gingerandnash.com.
- 🧠 **Sales:** We are seeking veterinary practices to prototype our service. In particular, we are looking for forward thinking practices interested in growing their business through a mobile services partner.
 - Conversations are underway and additional introductions welcome, please send us an email at kara@gingerandnash.com
- 🧠 **Partners:** We are seeking partners to provide additional services to our customers including pet insurance, marketplace suppliers, telehealth, dog / cat care services, alternative medicine providers.
 - We welcome recommendations or introductions to companies, please send us an email at leigh@gingerandnash.com
- 🧠 **Research:** To validate some concepts and obtain valuable consumer/pet owner feedback, we are launching a survey to members of our network.
 - Once you receive the link (later this week), please share with others in your network who are pet owners. The more insights, the better we can enhance our services.

Thank You!

Thank you for sharing your insights and perspectives with us. Ginger & Nash is stronger because of this community and we are looking forward to sharing more exciting news as the weeks and months progress.

The Ginger & Nash team

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