

Quarterly Newsletter

December 2024

Hello Ginger & Nash Community,

Thank you for your continued support, guidance and advice as we build Ginger & Nash. We're excited about our momentum over the past few months and we continue to progress toward our official launch in 2025.

Over the past few months, we've refined our approach based on valuable consumer input; meetings with industry professionals; evaluations of technology providers with the end goal to deliver on the highest and most important needs of our target audiences. We've also established a recruiting plan to attract veterinarians, vet techs and vet tech specialists.

Marketing Momentum

A key component to establishing our brand is building our social media presence and our Ginger & Nash persona. We are excited to announce that we have launched Ginger & Nash on Instagram (@gingerandnash), Facebook @GingerandNash) and LinkedIn (<https://www.linkedin.com/company/ginger-nash/>). Our brand is built on the premise of advocating accessible pet healthcare and recognizing the hardworking veterinary medical teams that support our pets. Through our social media presence, we are able to connect with industry professionals and target audiences in a more impactful way. Follow us today!

As we build out our marketing presence, we're excited to add more talent to our core team. Carey Hocker joins us with a marketing and public relations background and, an expertise for people and pet wellness. Carey is leading our social media content under the guidance of our marketing director, Sarah Pew.

Evolution of our Solution

As we have collected feedback, we have evolved the Ginger & Nash solution to encompass more than a mobile vet service. We are building a pet lifestyle solution that focuses on wellness and happy pets, partnering with existing animal hospitals and veterinary clinics to enhance their veterinary care and service offerings.

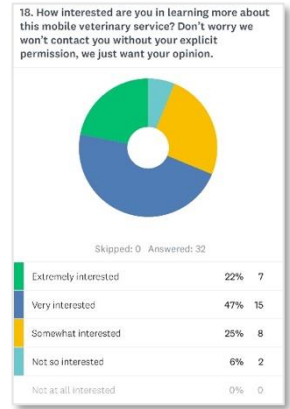
Our solution will be based on a digital platform that allows members to subscribe and receive mobile visits as well as additional pet services at a discount including dog walking, poop scoop, telehealth, pet product and insurance discounts.

While our vision has stayed the same, we also recognize we must be nimble in our path to market, adjusting our go-to-market approach to best meet the needs of our customers and maximize our impact. As such, to prove our model in the most cost-effective way, we plan to prototype using off-the-shelf technology. As we evolve, we plan to invest in our own intellectual property and proprietary tech stack.

Survey Says...

We have validated the market need for mobile veterinary services based on insights from our own consumer survey, supported by additional findings from a survey conducted by Crista Wallis – Practice owner, Veterinarian, podcast host, author, and valued supporter of Ginger & Nash – who gathered feedback from her own client base.

Our Ginger & Nash survey revealed that 78% of respondents consider convenient access to healthcare services for their dog or cat is either “Extremely Important” or “Very Important”. Additionally, 62% expressed being “Happy” or “Surprised in a Good Way” about using a Mobile Veterinary Service and 69% indicated they are “Extremely” or “Very Interested” in learning more about it.



In the Market

We've attended events and conferences that have given us a chance to be in the market, testing our vision and connecting with industry experts and thought leaders.



In August we attended the **Boundless, Animal Health Care Innovation Summit** in Kansas City. Through several industry expert meetings, we were able to tighten our go-to-market approach and identify new avenues to deepen our engagement in the industry and refine our model.



Kara Mohler & Cindy Trice, founder of Relief Rover and now Chief Veterinary Officer at Hound (who acquired Relief Rover)

In October we were invited to attend the **MaxFund Gala** in Denver – a fantastic event to raise funds for Colorado's largest no-kill shelter. At this event, while we connected with industry insiders, we also established new opportunities to more quickly establish our prototype.



Leigh & Kara with Rich Batenburg, CEO, The Clear, and Davyd Smith, Executive Director, No Kill Colorado.



Looking ahead, in January, we're excited to attend **VMX, Veterinary Meeting & Expo** in Orlando, FL. 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 recruiting for Veterinarians and Vet Techs.
 - If you have recommendations for candidates, please email 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 email Kara 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.
 - Have recommendations or companies we should meet? Email Leigh at leigh@gingerandnash.com

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 in 2025.

The Ginger & Nash team

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