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NAVC Announces VMX 2024 Pet Pitch Competition Finalists

Veterinary practice process improvement resources and AI-driven diagnostics and treatments are among the exciting innovations that will be featured at this year's VMX 2024 competition in Orlando on Jan. 15.

ORLANDO, FL. – Jan. 3, 2024 – The [North American Veterinary Community](https://www.navc.com) (NAVC) today announced the finalists for its seventh annual VMX Pet Pitch Competition. These startup companies will compete in a shark-tank style pitch competition, live from [VMX 2024](https://www.navc.com/vmx2024). The front-runners were selected from a competitive pool of 55 startup companies that will exhibit their products in the VMX Startup Circle. The competition will be hosted live from the VMX Expo Hall in Learning Theater East on Monday, Jan. 15 from 4 - 5:30 p.m.



Dr. Emily Stein, co-founder and inventor of TEEF For Life, accepting her award as winner of last year's VMX Pet Pitch Competition

The VMX Pet Pitch Competition and Startup Circle give new companies the opportunity to introduce their products, services and solutions to thousands of veterinary professionals and practice decision-makers in the industry. The winner of this year's VMX Pet Pitch Competition will receive \$5,000, membership in Purina's [Pet Care Innovation Network](#) and an invitation to its annual Innovation Summit — an exclusive event held at Nestle-Purina headquarters in St. Louis, MO.

“The VMX Pet Pitch Competition is more than a friendly contest. It gives inspired minds and entrepreneurs the opportunity to bring their inventive ideas to life, network with global leaders in the animal healthcare industry and receive mentorship and critical feedback necessary to position them for success and help accelerate their ideas into a thriving business,” said NAVC CEO Gene O’Neill. “The NAVC is thrilled to support these startup companies and help raise visibility for their exciting new products and creative solutions that will help our veterinary professionals deliver even better health care to our animals. Looking back over past winners of this tremendous program, many have gone on to lead successful businesses that continue to impact the industry today,” said O’Neill.

The three finalists chosen from the VMX Expo Hall Startup Circle are:

- [Radimal](#), an AI-powered veterinary radiology service. It provides rapid and accurate AI assessments and specialist consultations for veterinary X-rays. Integrating directly with X-ray machines, it offers initial assessments in under five minutes. The service includes board-certified reports, customizable delivery options, and live support. Radimal offers varied pricing, including a subscription for AI assessments and tiered pricing for specialist reports, aiming to enhance veterinary radiology efficiency and accuracy.
- [Scribenote](#), an AI-powered documentation tool designed for veterinarians, enabling them to dictate hours' worth of appointment notes in minutes. It acts like an AI scribe, automatically creating accurate medical records in the span of minutes. It promises to enhance the efficiency of veterinary practice documentation time by half, allowing for more focus on patient care. Scribenote is user-friendly, with features that can be mastered in less than an hour. It supports various veterinary specialties, offering simple, on-the-go documentation accessible via web, iOS, or Android apps.
- [Veterinary Care Logistics'](#) Inventory Ally, an inventory management program designed to optimize inventory costs, cut down on shortages, and decrease the amount of time spent managing inventory. With an affordable monthly subscription and an easy-to-navigate interface, Inventory Ally brings the power of dynamic, intelligent ordering straight to a computer or mobile device.

The judges for the VMX 2024 Pet Pitch Competition will comprise industry leaders, entrepreneurs and other veterinary professionals.

About the NAVC

The North American Veterinary Community (NAVC) is a nonprofit organization dedicated to supporting and advancing veterinary professionals worldwide. The world's leading provider of veterinary continuing education, NAVC delivers essential training, tools and resources for veterinary professionals to stay abreast of advances in animal medicine and provide the best

medical care for animals everywhere. Through its commitment to innovation and excellence, the NAVC has developed a diverse portfolio of products and services, including educational events, headlined by VMX, the world's largest, most comprehensive continuing education conference and launchpad for new products and innovations within the veterinary industry; a robust digital platform for virtual learning and engagement; the veterinary industry's largest and award-winning portfolio of trade publications; and an advocacy arm which unites the veterinary community and pet lovers. The NAVC was founded in 1982 and is headquartered in Orlando, Florida. Since 2017, the NAVC has been recognized as one of the Top Workplaces by the Orlando Sentinel. To learn more about the NAVC's products and brands, visit <https://navc.com>. To see our schedule of upcoming events, visit <https://navc.com/calendar/>.

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