



Partnership Without *Private Equity*



www.petverity.com

Build your own practice.
With the right partner behind you.

THE PROBLEM

Talented veterinarians are spending their careers *building someone else's practice.*

OPTION 1

Stay in the corporate system

Steady salary, solid benefits. No ownership, no equity, no say in how the practice runs. You're an employee of what could have been yours. You'll never see a return on what you helped build.

⚠ Good income. No upside. No autonomy.

OPTION 2

Build a practice on your own

Full ownership, but also full risk. Capital, build-out, licensing, staffing, systems. All on you, before you've seen a single patient. Most solo builds fail before they find their footing.

⚠ The risk is real. Most don't make it past year two.

OPTION 3

Build with PetVerity

A co-ownership model built around you, *not a corporate template.*

✓ Your name. Your equity. Your future.

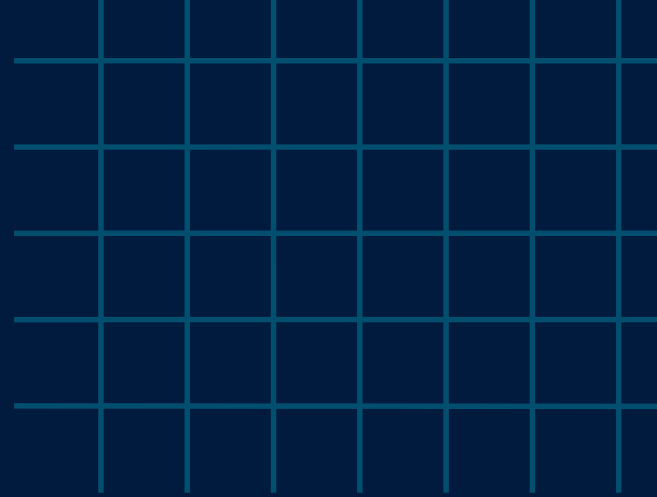
A partnership model that gives ambitious veterinarians the *capital, infrastructure, and equity stake* to build and own their practice without carrying the risk alone.





Our Core Values

How we operate as partners.



Trust

We build trust by listening, communicating, and taking action that positively impacts the lives of our patients, clients, and team members.

Wellbeing

We commit to the wellbeing of our people and patients as the foundation of sustainable, compassionate veterinary medicine.

Partnership

We view partnership as a long-term commitment with our clients and each other, where trust, collaboration, and meaningful decision-making are encouraged to thrive and flourish.

Technology

We leverage technology to automate administrative functions for our teams and personalize the care journey for our clients, providing a data-informed platform that drives excellence from the back office to the exam room.

Excellence

We foster a culture where excellence is expected, supported, and continuously pursued—ensuring the highest standard of veterinary medicine is at the forefront of all we do.



Our Founding Partners

Leadership that bridges medicine, operations, and technology.



Jason Bitting

Cofounder, Chief Operating Officer

Jason is a seasoned veterinary operations leader with more than 20 years in the field, beginning his career in general practice as a veterinary assistant while completing his biology degree. His passion for supporting pets and the teams who care for them led him into emergency and specialty medicine, where he built strong clinical foundations before moving into leadership roles. Since then, Jason has led high performing teams across general practice, specialty, and emergency hospitals, serving as Hospital Administrator and Regional Operations Manager. He is known for giving teams the time, support, and guidance they need to grow. Today, he brings that same approach to his role at PetVerity, where he focuses on hospital performance, team development, and medical support, helping partner practices grow while preserving the stability and culture that matter to their staff and clients.



Jonathan St. Hilaire

Cofounder, Chief Executive Officer

Jonathan is a systems-focused operator whose career began in technology, where he worked as a Senior Software Engineer on large-scale insurance platforms. His interest in building efficient, scalable systems led him into entrepreneurship, where he developed deep experience in financial modeling, process design, and private equity evaluation of service-based businesses, including completion of Wall Street Prep's Private Equity Masterclass. After spending two years studying the veterinary industry and developing his approach to practice ownership, Jonathan co-founded PetVerity in 2025 alongside Amanda and Jason, bringing the operational infrastructure, brand identity, investor strategy, and go-to-market plan he had been building into a formalized platform. Today, Jonathan leads PetVerity's platform architecture, long-term strategy, capital planning, and growth execution.

THE DE NOVO MODEL

Build. Own. *Lead.*

A co-ownership model for doctors ready to stop building someone else's practice.

“All the infrastructure. None of the template.”

YOUR INCOME AS AN OWNER

FROM DAY ONE

Veterinary Salary

Competitive base pay. You're earning before the practice turns a profit.

01

AS THE PRACTICE GROWS

Profit Distributions

Ongoing distributions tied to your ownership percentage.

02

LONG-TERM UPSIDE

Equity at Sale

When the practice is recapitalized or sold, your stake pays out on something with your name on it.

03

YOUR
CONTRIBUTION

~\$20K-\$50K*

YOUR EQUITY

20-49%*

PetVerity funds & guarantees the rest alongside you.

WHY PETVERITY



Your name on the door

You choose the name, the brand, and the design. Every detail of this practice reflects you, not a corporate template.



True partners on the debt

We sign the personal guarantee alongside you. Not a lender referral, shared skin in the game.



No private equity

Founder and doctor owned. No exit pressure, no mandates, no outside agenda.

*Equity, distributions, salary, and required contribution subject to deal structure and practice performance.



What You Own

Your practice. Your equity. Your future.

WHY IT MATTERS

Ownership isn't
out of reach.
*It just needed the
right partner.*

This is what partnership is supposed to look like.

Your name on the door

You shape the brand and identity. This practice is yours, not a franchise location with our logo on it.

Clinical autonomy

You lead the medicine. No corporate protocols, no KPI mandates. Medical decisions stay with you.

Equity that grows with you

Your 20–49% stake grows in value as the practice grows. You're building real, transferable wealth.

Long-term upside

When the practice is recapitalized or sold, you share in the outcome on something you named and built.



What We Bring to the Build

Before you open your doors.



Site Selection & Lease

We identify the right market, evaluate locations, and negotiate the lease alongside you, so you start with the right foundation in the right community.

Market Analysis

Site Eval

Lease Negotiation



Design, Build & Equipment

Your vision, brought to life. You influence design decisions. We manage the build-out, hospital design, and equipment sourcing, purpose-built for how you practice medicine.

Design

Construction

Equipment



Licensing & Credentialing

We handle the regulatory paperwork, state licensing, and compliance setup so you open on time without the red tape.

Licensing

State Permits

Compliance



Technology & Launch Marketing

Practice management software, client communication tools, and a full launch marketing plan so your community knows you exist before you open.

Tech Stack

Branding

Launch Marketing



What We Take Off Your Plate

We handle the business. You lead the medicine.



Clinical Leadership & Support

We provide clinical and medical support through our chief medical officer that can be tailored to your hospitals needs.

CE Support

Protocols

Leadership



Client Growth & Retention

We help practices attract and retain clients through outreach, reputation management, and marketing, building stronger client relationships that drive lasting growth.

Marketing

Reputation

Outreach



Operational & Financial Discipline

From payroll and compliance to financial reporting and vendor purchasing, our systems bring structure and clarity so leaders aren't buried in back-office work.

Payroll

Compliance

Vendors



Recruiting & Team Infrastructure

We source and support your hiring process end to end. We invest in staff development, benefits, and retention so you stop losing good people to larger systems.

Hiring

Retention

Benefits



Your Path to Opening

What to expect from us.



Introduction & Fit Check

We learn about your dream practice. You learn about us.

- 4-5 conversations
- Market discussion
- Mutual fit assessment

3-4 Weeks



Partnership Agreement

We align on ownership structure, equity split, and deal terms. Everything on the table from day one.

- Ownership terms
- Equity structure
- Financing Plan

2-3 Weeks



Site & Design

We find the right location, negotiate the lease, and design your hospital around your vision.

- Site Selection
- Lease negotiation
- Hospital Design

3-6 Months



Build & Launch Prep

Construction, equipment, licensing, credentialing, and marketing — all handled before you open.

- Build-out
- Licensing & DEA
- Launch Marketing

6-12 Months



Growth & Partnership

You open your doors. We stay alongside you — operations, support, and reinvestment planning for the long term.

- Grand opening
- Ongoing operations
- Growth planning

Ongoing



Ideal Partner Profile

What we look for in a partnership.

THE DOCTOR



Licensed DVM or VMD

Active veterinary license in good standing. Currently practicing clinical medicine.



3+ years clinical experience

Enough hands-on experience to lead a clinical team confidently from day one.



General practice focus

GP is our primary model. Select specialty focus considered on a case-by-case basis.



Southeast US — Florida preferred

We're building our initial de novo pipeline in Florida with Southeast expansion planned.

THE MINDSET



Entrepreneurial spirit

Ready to own something. Not just work somewhere. Wants to build, not just practice.



Tired of corporate medicine

Ready to leave the consolidator behind and looking for a path that does not require starting from zero alone.

You have the
clinical skills.
*We have
everything else.*

*We're looking for doctors who are ready to stop
building someone else's practice and start building
their own.*



NEXT STEPS

If this sounds
like the
partnership
*you've been
looking for –*
let's talk.

*Tell us where you want to practice. We'll tell you if we can
make it happen.*

START THE CONVERSATION

Reach out directly — we respond to every
inquiry personally and keep all conversations
confidential.



PHONE
603.401.0518



EMAIL
partnership@petverity.com



WEBSITE
www.petverity.com

