

Goat Healthcare Website

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Goat Production Workshop

Texas A&M Higher Education Center McAllen, Texas

May 22, 2019

Prairie View A&M University
Cooperative Extension Program
Texas AgriLife Extension



Overview

- **Telemedicine**
- **The Target Audience?**
- **Why We did What we did**

The need for information

To assist clientele with animal health issues

Question asked by the clientele

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What have we did?

- **Work on my Project**
 - *Research Information – Verified by 2 Vets*

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What have we done

Work Flow



<https://VETLINK.PVAMU.EDU>

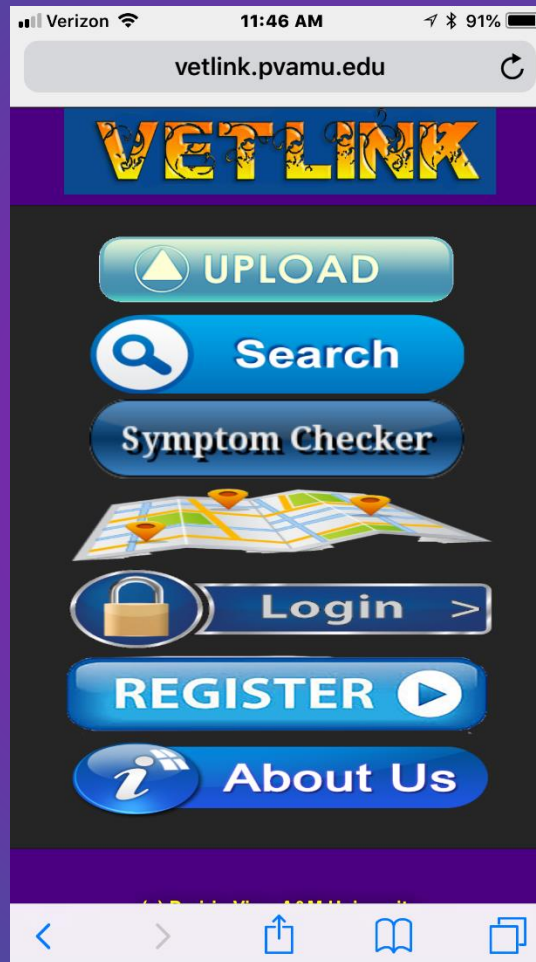
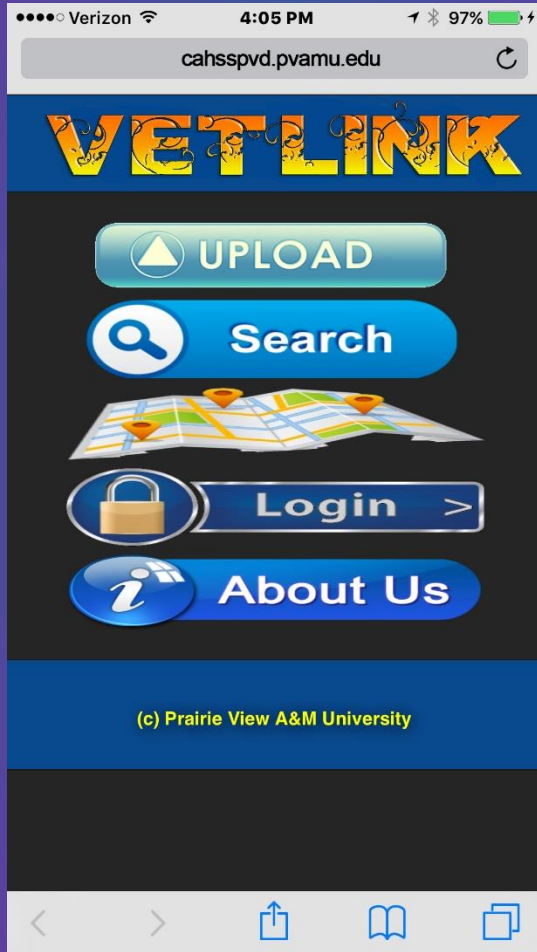
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The first Phase of the App



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The App (VETLINK)

Verizon 3:34 PM 98%

Manage Your Account

Return User | **New User** | Guest | Logout

User ID*

Passcode*

Retype passcod...

Full name

Email address...

Phone numb...

I agree with the terms

Terms and Conditions for the use of VETLINK

Terms and Conditions ("VETLINK")

Last updated: 25 July 2018

Please read these Terms and Conditions (Terms and Conditions) carefully before using the http://www.vetlink.pvamu.edu website and the VETLINK mobile application (the "Service") operated by Prairie View A&M University, College of Agriculture and

REGISTER

New user. Please register!

Acct# | Symptoms | Sick Animal | Animal Reports | More

Verizon 12:49 PM 99%

VETLINK


keywords (word1 w

Search Symptoms

Acct# | **Symptoms** | Sick Animal | Animal Reports | More

Verizon LTE 10:41 AM 91%

Submit Sick Animal Report


Reported by: paul 

Keywords

Alpine adult

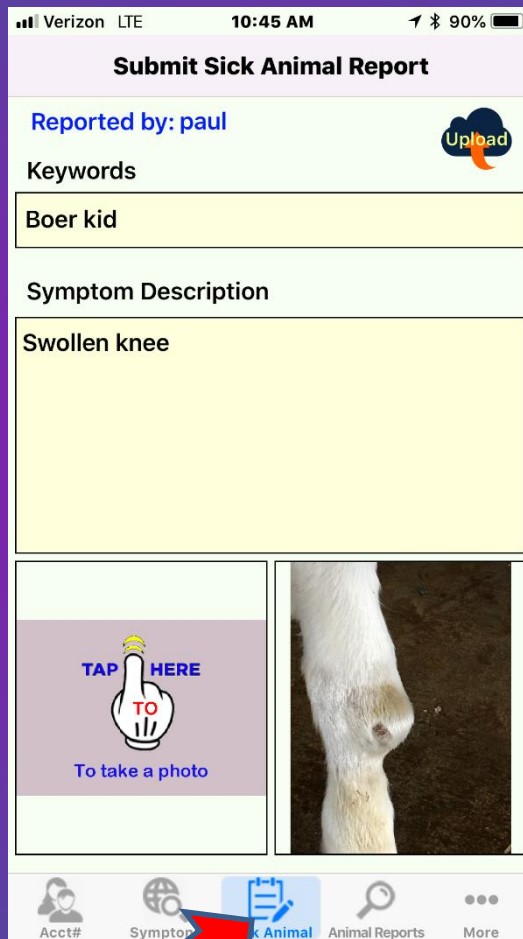
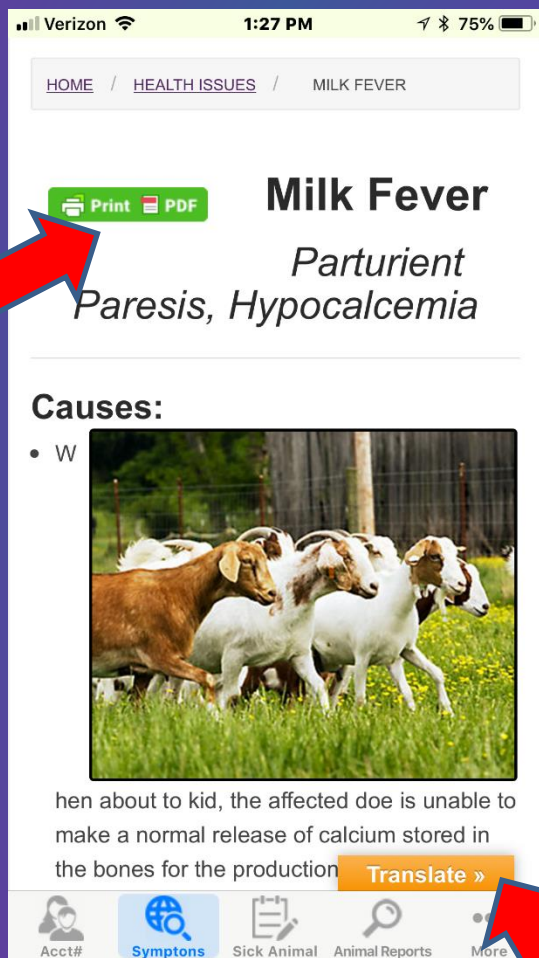
Symptom Description

Won't stand up emancipated



Acct# | Symptoms | **Sick Animal** | Animal Reports | More

Different Languages



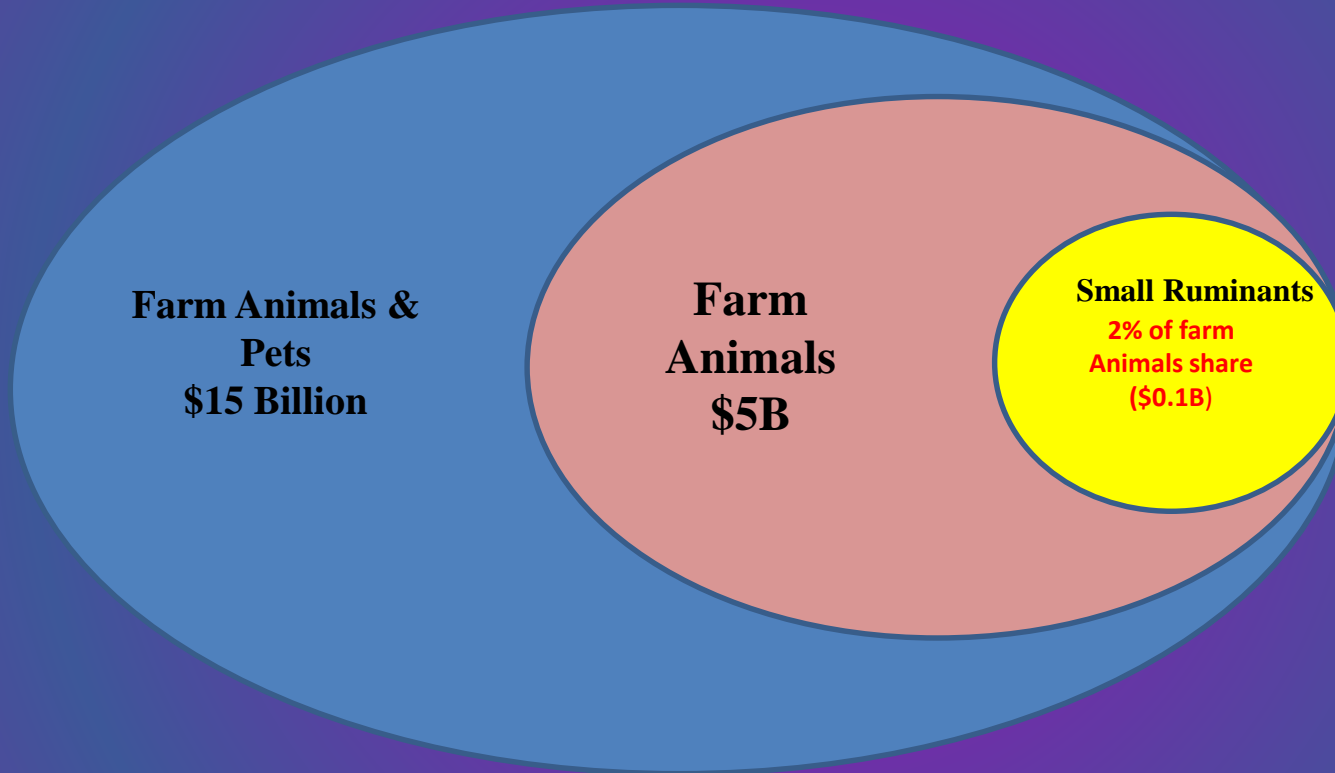
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Target Niche Market



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Competitors

- Much of the final Business Model Canvas is validated
 - *VIN: Vet Information Network charges \$400 annual subscription*
 - *VetGirl - \$200 subscription*
 - *PetMD*

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Phase I

Co-PIs

Barbara Johnson; DVM

Kellye Thompson; DVM

Ashawani Srivastava. M.Sc.

Carl Taylor; M.Sc.

Phase II

Co-PIs

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Barbara Johnson, DVM

Selamawit Woldesenbet, DVM

Henry Rose, M.Sc

Student Workers

Dezyrae Gregg

Natalee Jordan

Meaghan Gentry

Ron Ren

Shawn Russell

Codi-Anne Carnegie

Uchechukwu Uboh

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Next Step

- **Ranchers pain is real but business opportunity is small**
 - Possible state and federal support for building solutions for the ranchers
- **If you can't beat them, join them**
 - Explore opportunities to work with competitors and agencies

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Questions ?

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Animal Disease Data Instant Reporting/Sharing Information System

