

## FOR IMMEDIATE RELEASE

### Veterinary Tech Startup VEA Wins Grand Prize in 2025 Purina Pet Care Innovation Prize

**Monday, March 31, 2025** — VEA, a veterinary technology company dedicated to streamlining workflows and empowering veterinary teams, has been named the **Grand Prize Winner of the [2025 Purina Pet Care Innovation Prize \(PCIP\)](#)**. The award, presented by **Nestlé Purina North America**, honors startups making meaningful contributions to the pet care industry through innovation, impact, and entrepreneurial excellence.

Selected from hundreds of trailblazing applicants and a cohort of five standout finalists, **VEA emerged as the Grand Prize Winner** of the 2025 Pet Care Innovation Prize for its bold mission to revolutionize veterinary workflows. With a platform designed to empower veterinary professionals through intuitive, AI-powered tools, VEA stood out for its real-world impact on documentation, diagnostics, and patient care.

“This recognition is an incredible honor,” said **Patricia Porter, MBA, Founder and CEO of VEA**.

“We’re not just building technology for the future of vet med — we’re building it for the exam room today. Winning the PCIP validates the urgent need for innovation in veterinary care, and it fuels our mission to elevate every aspect of the clinical experience.”

As the Grand Prize Winner, VEA will receive **additional funding, strategic mentorship, and national exposure** across Purina’s innovation platforms and its broader pet care ecosystem. The win marks a pivotal moment for the fast-growing startup, which continues to deepen its integrations with leading practice management systems and expand across general practice, ER, and shelter medicine.

VEA was selected alongside a powerful group of finalists: **Maven Pet, Ten Lives, ShopDot, and Yak9 Chews** — all of whom are helping to reshape the future of pet health, nutrition, and technology.

“Being part of this year’s PCIP cohort has been nothing short of transformative,” Porter added.

“We’re incredibly grateful to Purina for championing innovation in this space and for creating a community where founders can learn, grow, and collaborate. The best is yet to come — and we’re just getting started.”

For more information about VEA and its veterinary solutions, visit [www.veaforvets.com](http://www.veaforvets.com).

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