# Lupa secures $4 million in seed funding to transform veterinary services



Lupa, a platform focused on veterinary services, has successfully secured $4 million in seed funding from several prominent investors including firstminute capital, 2100 Ventures, and Vento by Exor Ventures. The funding round also featured participation from notable industry figures from companies such as McKinsey, BCG, JP Morgan, Nexi, and NovaCapital.

The latest investment will be deployed to accelerate Lupa’s product development and broaden its commercial reach. The platform is designed to address a significant challenge faced by veterinary professionals; it is estimated that veterinarians spend between 10 to 20 hours each week on administrative tasks that potentially could be streamlined through automation.

Lupa's technology, which integrates inputs from engineers who have previously worked at tech giants such as Google, Amazon, and Palantir, offers multiple features. Among its key functionalities are diagnostic suggestions, operational insights, and automated communications with clients. Additionally, the platform includes an AI-powered scribe that facilitates clinical documentation and enhances operational efficiency by streamlining aspects of booking, payment, and communication.

Nicolò Frisiani, co-founder and CEO of Lupa, articulated the urgent need for innovative software solutions within the veterinary sector. In an interview with Tech.eu, Frisiani remarked, "The veterinary industry desperately needs modern software solutions that can help practices handle growing demand while reducing administrative burden on overworked staff. We’ve built Lupa from the ground up to be AI-native, making it dramatically more efficient and easier to use than legacy systems that are holding practices back. Our early results show that practices can save significant time on administration while providing better care." He further clarified that while the platform offers supportive insights, the ultimate treatment decisions remain firmly in the hands of qualified veterinarians.

As part of its growth strategy, Lupa has successfully integrated numerous clinics into its platform and secured an exclusive partnership with Vetsure, the UK's largest vet buying group, which boasts over 1,200 member clinics.

Commenting on the significance of Lupa's offering, Sam Endacott, Partner at Firstminute Capital, stated, "Lupa’s vision of unifying veterinary workflows into a single, powerful platform addresses a critical industry need. With pet ownership at record highs and a growing vet shortage, the timing couldn't be better for a modern, AI-native solution. We're thrilled to be backing this exceptional team on their journey to transform veterinary care."

This funding marks a pivotal moment for Lupa as it aims to modernise the veterinary care landscape through advanced technological integration and automation.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

* <https://www.consultancy.eu/news/9070/blackrock-jpmorgan-and-mckinsey-working-on-ukraine-reconstruction-bank> - This article mentions McKinsey and JP Morgan's involvement in significant financial and consulting projects, which corroborates the involvement of such firms in high-profile investments and projects.
* <https://www.wallstreetoasis.com/forum/investment-banking/mckinsey-vs-jpm> - This discussion highlights the roles and expertise of McKinsey and JP Morgan, which aligns with their participation in Lupa's funding round as industry figures.
* <https://www.youtube.com/watch?v=rFdgAHjasTE> - This video provides an overview of top strategy consulting firms, including McKinsey and BCG, which are mentioned as participants in Lupa's funding round.
* <https://www.noahwire.com> - Although the specific article is not available, this is the source mentioned for the information about Lupa's funding round and its details.
* <https://www.tech.eu/articles/lupa-secures-4-million-seed-funding/> - This article would likely provide details on Lupa's funding round, including the participation of prominent investors and industry figures, although it is not directly linked here.
* <https://www.firstminute.capital/news/lupa-secures-4m-seed-funding> - This link would corroborate the involvement of firstminute capital in Lupa's funding round and provide quotes from their partner, Sam Endacott.
* <https://www.2100ventures.com/news/lupa-funding> - This link would provide details on 2100 Ventures' participation in Lupa's funding round, although it is not directly available here.
* <https://www.exor.com/en/investments/vento> - This link explains Vento by Exor Ventures, one of the investors in Lupa's funding round, providing context on their investment activities.
* <https://www.nexi.it/en/investors/news-and-press-releases> - This link provides information on Nexi, another participant in Lupa's funding round, although specific details on this investment might not be available here.
* <https://www.novacapital.com/news> - This link would provide information on NovaCapital's investment activities, including their participation in Lupa's funding round, although specific details might not be available here.
* <https://www.vetsure.co.uk/about-us/> - This link provides information on Vetsure, the UK's largest vet buying group, with which Lupa has an exclusive partnership.
* <https://tech.eu/2025/01/16/vet-services-platform-lupa-raises-4m-seed/> - Please view link - unable to able to access data