

CLIENT SUCCESS STORY

KEYSTONE VETERINARY CARE

PENNSYLVANIA

S B D C

Small Business
Development Centers
Duquesne University



KEYSTONE VETERINARY CLINIC— COMPASSIONATE CARE FOR OUR DESERVING PET

Dr. Janelle Hoffman had a vision for more than a veterinary practice—she wanted to create an independent, locally owned clinic rooted in compassion, trust, and a commitment to the Slippery Rock community. After earning degrees in Animal Sciences and Agribusiness Management from Penn State University and her Doctor of Veterinary Medicine from the University of Wisconsin-Madison, Dr. Hoffman set out to make that vision a reality with Keystone Veterinary Care.

Launching the clinic required finding the right location, securing capital, renovating the building, and purchasing specialized equipment and supplies. In 2025, Dr. Hoffman connected with the Duquesne University SBDC, where she received guidance in developing a comprehensive business plan, conducting market research, creating financial projections, evaluating funding options, and planning her marketing strategy. With this support, she successfully acquired and renovated a building in Slippery Rock, equipped the new practice, and opened Keystone Veterinary Care in summer 2026.

Today, Keystone Veterinary Care is providing quality veterinary services while fulfilling Dr. Hoffman's goal of building a practice that is deeply connected to the community it serves. As the clinic continues to grow, the Duquesne University SBDC will remain a resource for ongoing business guidance and support.

SBDC ASSISTANCE

Develop Comprehensive Business Plan, Market Research, Financial Projections, Evaluate Funding Options, Marketing Strategy

CLIENT IMPACT

Business Start, Capital Formed, Jobs Created



When I set out to open Keystone Veterinary Care, I had the clinical experience but needed a trusted partner for the business side of things. The Duquesne Small Business Development Center—and Denis in particular—was that partner. Their mentorship gave me a solid foundation to launch on, and their support has continued well past opening day. I still rely on the SBDC's services today, and I'm grateful to have them in my corner as the practice grows.

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