

## FY2024

# Investor Update

Dear Investors,

Happy New Year! 🎉 Now that we're properly into 2025, I'd like to extend my sincere gratitude for your continued support. In this update, you'll find a recap of the year just past, including an overview of everything our team has accomplished, and, perhaps most importantly, our ambitious vision for the future. MDisrupt has never been stronger and we're proud to be in pole position to be the premier expert marketplace in healthtech and life sciences.

Keep reading 📌 for the latest and greatest and, as always, feel free to reach out if you have any questions or ways you can add value to our journey.

## Executive Summary: 2024 at a Glance

- **Recognized Revenue:** \$1.5M
  - **Subscription Revenue:** \$140K (Launched in 2024)
- **Gross Margin:** 49% (up from 28% in 2023)
- **ARR:** \$192,000
- **ACV:** \$39,000

- **Client Growth:** 135 clients served, 35 new, including Providence Health
- **Expert Network:** Expanded to 2,500 professionals (+30% organically)
- **Marketplace v1.0 Launch:** MDisrupt's AI-Powered platform now seamlessly manages expert matching and transactions entirely online for unparalleled efficiency and scalability
- **Strategic Partnerships:** American Heart Association (AHA) and California Healthcare Foundation (CHCF)

## Key Highlights and Accomplishments

### Milestone 1: Accelerated SaaS Growth Through Productized Services

- Demonstrated *strong* willingness to pay for access to the MDisrupt Platform via 29 new client subscriptions since launching in 2024 which contributed to a positive shift in gross margins to 49%, up from 28% in 2023
- Generated \$192,000 ARR in the first year landing and expanding successfully into other MDisrupt offerings like Operator On Demand and Hourly Calls

### Milestone 2: Expanded Client Base and Refined Ideal Customer Profile (ICP)

- Served over 135 clients, including 35 new clients
- Shifted ICP focus to larger clients, scale-ups and enterprise organizations with notable clients such as [Evidation](#), [23andMe](#), and [Prenovu](#)
- Secured our first health system deal with [Providence Health](#)
- Welcomed an influx of women's health companies. Notable clients include [Delphi Diagnostics](#), [CpG Diagnostics](#), [eLovu](#), [Hera Biotech](#), and [Mission driven tech](#)

### Milestone 3: Launched the MDisrupt AI-Powered Expert Marketplace v1.0

- Built scalable technology to streamline transactions between experts and clients, including:
  - AI/ML features for predictive expert matching and enhanced usability
  - Integrated scheduling and contracting tools
  - Simplified payments system
- Transitioned all clients to the platform for seamless expert transactions
- Achieved significant progress on MDisrupt's **Marketplace v2.0**, set for a mid-2025 launch, featuring AI-driven predictive matching and new functionalities to elevate the expert and client experience

### Milestone 4: Unlocked New Product Opportunities to Enhance Gross Margin

- Expanded revenue streams with the introduction of hourly expert calls—already delivering over 140 hours across 10 clients—and responded to growing demand for FTE placements and expert buyouts, significantly enhancing our gross margin profile. The automated version of hourly calls is set to launch in **Marketplace v2.0** in mid-2025.
- Conducted extensive user research to ensure **Marketplace v2.0** addresses the most pressing needs of our users.

### Milestone 5: Achieved 30% Organic Growth of our Expert Network

- Expanded our expert network to over **2,500 vetted professionals**, including clinicians, payor leaders, and health system executives— a 30% increase year over year
- Enhanced the quality of the network, attracting leading executives from health systems and payors

## Milestone 6: Strategic Funding and Collaboration with the American Heart Association (AHA)

- Secured a \$1M milestone-based investment from AHA Ventures
- Collaborated with AHA to develop new **Marketplace v2.0** features in preparation for a broad rollout in mid-2025 to their thousands of members.
- Welcomed healthcare veteran Lisa Suennen to the MDisrupt Board of Directors

## Milestone 7: Raised a Successful Seed Extension

- Initially aimed to raise \$1.5M, but closed an oversubscribed round at \$1.8M.
- Thank you to our existing investors [The Venture Collective](#), [Zane Ventures](#), [Capita3](#), [Stone Mountain Ventures](#), and [Growth Factory](#) for joining the round.
- Welcomed new investor [Health Innovation Pitch \(HIP\)](#), led by Samir Batra, whose partnership is a significant addition to our journey.
- Extended the SAFE to \$2M, with \$200K still available for additional allocations (same investment terms as AHA).

## Milestone 8: Strategic Partnerships

- Successfully partnered with the California Healthcare Foundation (CHCF), supporting 4 of their portfolio companies with 2 experiencing rapid scale due to the contributions of MDisrupt experts
- Initiated a pilot program with AHA Ventures
- Advanced partnership discussions with UC Davis Innovation, HLTH, and Medical Alley

## 2025 Preview: Focus Areas

## Accelerate SaaS and Marketplace Revenue

- While revenue in 2024 was lower than anticipated, we've made significant strides by refining our ICP and testing pricing strategies to better align with client needs and market demand.
- Targeting 15% MoM growth in 2025 by focusing on high-margin revenue streams and expanding our client base of scale-ups and enterprise companies in healthtech and life sciences by 3 new clients per month.

## Launch Marketplace v2.0 with Expanded Features and Rolling It Out to AHA Members

- Introduce **Marketplace v2.0** in mid-2025, featuring automated tools like hourly calls and an enhanced client and expert experiences.
- Roll out the platform to AHA's thousands of members, significantly expanding our expert network and broadening our revenue generating opportunities.

## Develop Strategic Partnerships to Fuel Growth

- Pursue new collaborations similar to AHA and CHCF with key players in healthtech and life sciences, such as UC Davis Innovation, HLTH, and Medical Alley.

## Investor Asks

### **Warm Introductions to Prospective Clients:**

If you have connections within healthtech, life sciences, or digital health companies that could benefit from our expert marketplace, we would appreciate introductions.

### **Support for Fundraising Efforts:**

Referrals to aligned investors for the remaining \$200,000 and advocacy within your network to amplify MDisrupt's traction and opportunity.

### **Partnership Opportunities:**

Connections to organizations that may benefit from clinical validation, commercialization, or product launch support.

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We are proud of what we've accomplished together this year and remain grateful for your support as we continue our mission to accelerate healthtech innovation. If you have any questions or would like to discuss any aspect of this update in greater detail, please feel free to reach out.



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