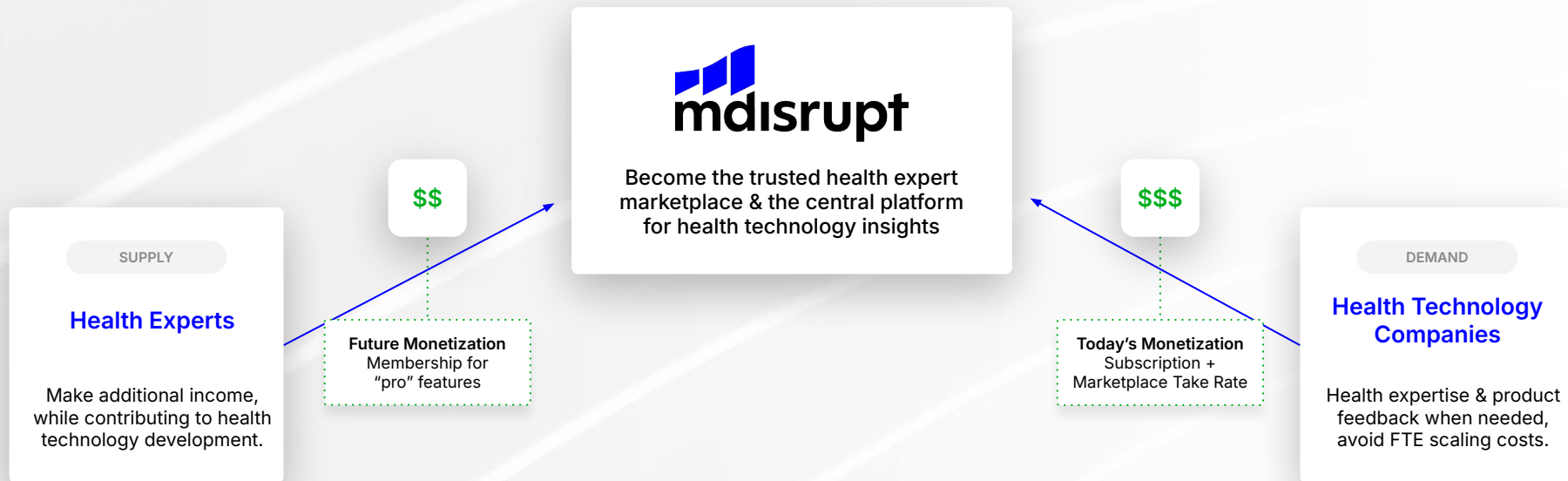






# Business Model & Go-To-Market Strategy

# MDisrupt Business Model (Multi-Sided Marketplace)



# Strategy & Business Model

Customer Type	Addressable Market	Platform Usage	Business Model	Example Customers
Healthtech Companies	43K	<ul style="list-style-type: none"> <li>Access internal and external experts</li> <li>Generate Provider reviews</li> <li>Clinical and commercial viability</li> </ul>	<ul style="list-style-type: none"> <li>Subscriptions</li> <li>Marketplace take rate</li> <li>Assessment fees</li> </ul>	
Payors / Self-Insured Employers	900 50K	<ul style="list-style-type: none"> <li>Identify the best healthtech solutions, efficiently</li> <li>Access Provider reviews</li> <li>Access evidence, outcomes, ROI data</li> <li>Access experts for evaluation, implementation</li> </ul>	<ul style="list-style-type: none"> <li>Subscriptions</li> <li>Marketplace take rate</li> <li>Assessment fees</li> </ul>	
Health Systems	404	<ul style="list-style-type: none"> <li>Identify the best healthtech solutions, efficiently</li> <li>Access/generate provider reviews</li> <li>Access evidence, outcomes, ROI data</li> <li>Access experts for evaluation, implementation</li> </ul>	<ul style="list-style-type: none"> <li>Subscriptions</li> <li>Marketplace take rate</li> </ul>	
Providers	823K	<ul style="list-style-type: none"> <li>Identify the best healthtech solutions, efficiently</li> <li>Generate Provider reviews</li> <li>Access Provider &amp; Patient reviews</li> </ul>	<ul style="list-style-type: none"> <li>Subscriptions</li> <li>Marketplace participation</li> </ul>	
Investors	2K	<ul style="list-style-type: none"> <li>Access internal and external experts</li> <li>Clinical and commercial viability</li> </ul>	<ul style="list-style-type: none"> <li>Subscriptions</li> <li>Assessment fees</li> </ul>	
Patients / Consumers	331M	<ul style="list-style-type: none"> <li>Identify the best healthtech solutions, efficiently</li> <li>Generate patient reviews</li> </ul>	<ul style="list-style-type: none"> <li>Freemium</li> <li>Subscriptions for premium features</li> </ul>	

# Go-To-Market - Strategic Goals & Focus Areas

Expand MDisrupt's reach by focusing on U.S. companies and ex-U.S. health companies entering the U.S. market, across key addressable market verticals

## Market Penetration + Revenue Growth

Grow client base, drive platform subscriptions and create high-value expert-client engagements.

## Expert Talent Acquisition & Activation




Grow talent pool of top-tier health experts and expand revenue-generating opportunities, supporting client projects and engagements, while fostering a community of active contributors.

## Partnership Development

Establish strategic partnerships to enhance marketplace capabilities, improve reach and drive co-marketing opportunities.

# Go-To-Market Plan

Expand MDisrupt's reach by focusing on U.S. companies and ex-U.S. health companies entering the U.S. market, across key verticals: Health Technology, Life Sciences, Biopharma, and Health Payors.

		Strategy	Resources
Business Development	 XANDAR KARDIAN	<ul style="list-style-type: none"><li>• Acquire net new clients (subscription + engagement) in target verticals.</li><li>• Grow existing accounts through targeted (re)activation efforts.</li></ul>	<ul style="list-style-type: none"><li>• Business Development Team</li><li>• Account/Success Manager</li></ul>
Marketing		<ul style="list-style-type: none"><li>• Activate subscriptions through targeted marketing.</li></ul>	<ul style="list-style-type: none"><li>• Marketing Team</li></ul>
Partnerships	 	<ul style="list-style-type: none"><li>• Develop a network of partners to enhance capabilities, expand reach and drive business growth.</li></ul>	<ul style="list-style-type: none"><li>• Business Development Team</li></ul>
Strategic Alliances		<ul style="list-style-type: none"><li>• Develop strategic alliances with key stakeholders in health systems, investors, accelerators, and industry associations.</li><li>• Pursue co-marketing and joint initiatives to increase market awareness and credibility.</li></ul>	<ul style="list-style-type: none"><li>• Corporate Development Team</li></ul>