

H1 2025 Investor Update

Dear Investors,

The first half of 2025 was nothing short of phenomenal. We exceeded plan every month and quarter — closing out the first half of the year with record revenue, significant product milestones, and the strongest foundation in MDisrupt's history.

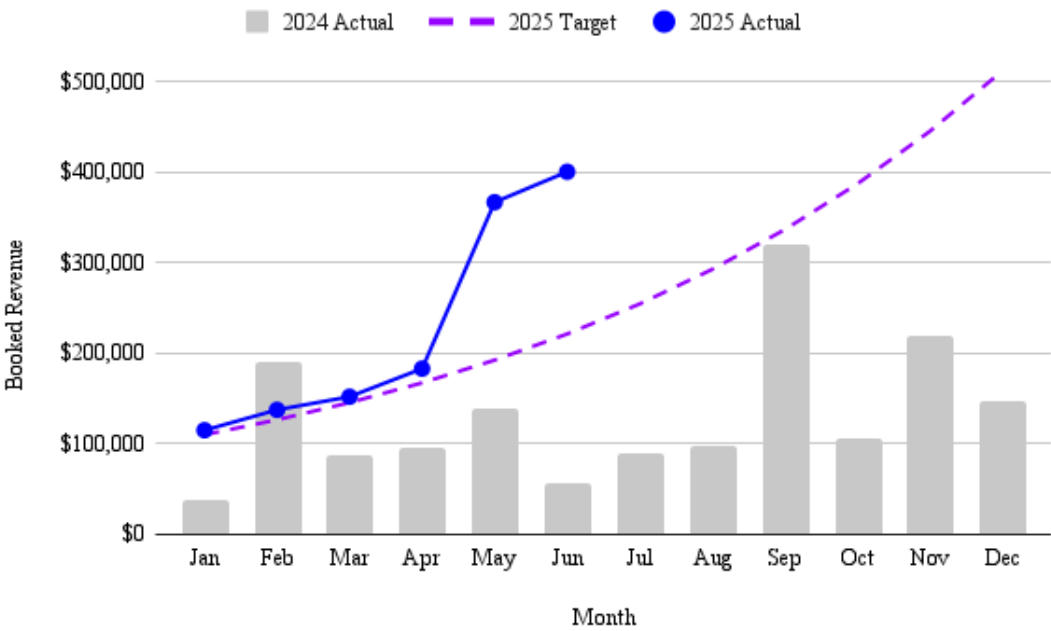
With momentum across sales, product, and our American Heart Association[®] (Heart Association) collaboration, we're now positioned to scale what's working.

With our **biggest launch to date coming July 28**, the best is yet to come.

H1 Business Highlights

- June was the highest revenue month in MDisrupt's history
- Q2 revenue surpassed \$950K, our highest-grossing quarter to date, just shy of being a \$1M quarter
- Expert OnDemand reclassified as Expert-as-a-Service revenue, reflecting longer-term, embedded client engagements
- ~75% of revenue is now recurring

- Exceeded revenue and growth targets every month and quarter of 2025 to date
- Strong momentum heading into H2



	Plan	Actual	% to Plan
June	\$221,249	\$400,325	181%
Q2	\$580,936	\$950,025	164%
H1	\$962,911	\$1,354,525	141%

Heart Association Beta Successfully Completed

In **May**, we successfully **completed and passed our beta milestone with the American Heart Association**, securing our milestone payment.

This was a major product validation milestone — and a key inflection point in our strategic partnership. It affirmed the strength of our platform and our alignment with the innovation goals of one of healthcare’s most trusted organizations.

Product & Platform Launches

We've made major strides on the product front, and are now gearing up for our most important launch yet.

🎉 Coming July 28:

- **Health Expert Hourly**
- **All-new MDisrupt platform**
- **Revamped website** showcasing our full product suite

Health Expert Hourly

A fast, flexible way for companies and investors to book 1:1 time with healthcare's decision-makers — including **clinicians, health system execs, payor leaders, and employer health experts**.

Use cases include:

- Early product validation
- Go-to-market refinement
- Investor diligence through direct conversations with those who influence adoption and reimbursement

All-New MDisrupt Platform

We've built the **operating system for engaging health experts** — with a fully redesigned UI and infrastructure to scale insight delivery.

Key features:

- AI-powered precision matching
- Real-time scheduling
- AI-generated call transcripts
- Seamless contracting and payment
- Timesheets and simplified invoicing
- Special badging for American Heart Association affiliated experts

- Built-in charitable giving, directed by experts

The New Website: Communicating Value Clearly

We now showcase our three flexible engagement models

- **Health Expert Hourly** – Rapid insight from healthcare decision-makers
- **Health Expert OnDemand** – Fractional experts to accelerate execution
- **Health Expert Hire** – Full-time hiring of vetted professionals

Team Updates

Roger Davies Promoted to Chief Technology Officer

Roger Davies, who has been instrumental in delivering every product milestone to date, will now shift his focus to leading the next phase of our platform evolution. His priority: building the infrastructure to support our long-term vision of a platform that organizes the world's health products by performance.

Fadi Adib Joins as Director of Engineering

Fadi brings deep technical leadership and will take on day-to-day engineering responsibilities, enabling Roger to focus on the future roadmap and scale.

Fundraising & Investor Updates

Series A: Approved

We officially kick off the raise on August 1st. We're entering this next chapter with product-market clarity, accelerating revenue, and strong operational execution.

We'll be targeting a **\$10M Series A** to continue executing on our vision of **organizing the world's health products by performance**.

We've already built the industry's strongest health expert network — and now, with a purpose-built platform to scale it, we're positioned to combine **AI + Human Intelligence** to create a differentiated data asset around the performance of the **350,000+ health products** in the market today.

If you're interested in participating, please let us know by **August 1st** — this is a hard deadline as we move into planning mode. Thank you to those who've already committed — we're grateful to have a significant portion of the round already spoken for.

New Investor

Welcome Genevieve Le Marchal from [Suncoast Ventures](#) — we're thrilled to have her onboard. Thank you to Lisa for the introduction!

Thank You to Our Existing Investors

Big thanks to **Stone Mountain Ventures** and **Capita3** for doubling down in the current SAFE round and for your ongoing strategic support.

Heart Association Gratitude

A huge thank you to **Lisa Suennen, Heather Underwood, Elise King, and Pamela Kim** at the **American Heart Association**. Your investment and strategic collaboration are powering this next chapter.

How You Can Help

- **We're hiring:** Know a rockstar [Director of Sales](#) in healthtech? We'd love your referrals.
- **We're fundraising:** Warm intros to Series A-aligned investors are appreciated. Be sure to **secure your allocation by August 1**.
- **Amplify the launch:** Please share our **new platform, Health Expert Hourly, and website** with your networks and portfolio companies when we go live.

Tailwinds That Favor Our Model

The macro environment is redefining how health companies are built. In a tighter fundraising climate, capital efficiency is non-negotiable — but the demand for deep, real-world healthcare expertise has only intensified. Traditional hiring is too slow and too expensive, especially when rapid validation, speed-to-market, and milestone execution are mission-critical.

Meanwhile, AI is accelerating how quickly products can be developed — but **it's Human Intelligence that determines whether they succeed**. The clinicians, operators, payers and health system leaders who've scaled companies, influenced reimbursement, and delivered care in the real world are now the differentiator. In healthcare today, **Human Intelligence is the moat**.

MDisrupt sits at the intersection of these forces — giving

companies fractional, scalable access to healthcare's decision-makers. With **Health Expert Hourly**, **Health Expert OnDemand**, and **Health Expert Hire**, we've built the operating system that allows innovators to engage experts so they can validate quickly, execute with precision, and scale intelligently — even in the most capital-constrained environments.

We've built a model that's scaling: real revenue, real customers, real traction. The second half of 2025 is about acceleration — and we're ready.

Thank you for your continued support and partnership.

With gratitude,



Ruby Gadelrab
Founder and CEO, MDisrupt



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