



# Series A Narrative.

## MDisrupt's Mission and Strategy

MDisrupt has always been driven by the mission to utilize our expert network to organize the world's **health products** based on their performance, ensuring better decision-making across healthcare stakeholders.

As we stand at a critical inflection point, the groundwork we've laid with our Expert Network over the past year has been instrumental in setting the stage for ACT 2. We are now at a point where we can:

- Utilize our expert network to generate actionable, evidence-based data.
- Build trust with health product companies.
- Earn credibility with larger healthcare entities and stakeholders.
- Drive demand and utilization for MDisrupt's expert marketplace.

This next phase centers on **MDisrupt's Health Product Intelligence Platform**, a technology-driven solution that will leverage the power of our expert network and AI Agents to create new revenue streams and address pressing market demands.

## Problem and Opportunity

Each year, thousands of new **health products** are commercialized, creating a fragmented market that makes it difficult for stakeholders to assess products based on clinical outcomes and return on investment (ROI). Without standardized evaluations, many of the best innovations go unused, while others fail to deliver desirable outcomes.

Currently, over 350,000 health products exist, yet there is no centralized, objective platform where stakeholders can evaluate their performance. Instead, decision-makers





often rely on search engines and consumer reviews, which are biased and lack scientific rigor. Payors, Health System Leaders and Employers are spending millions in evaluating the technologies through expensive teams and pilots. The result is a slow and inefficient selection process that prevents the most impactful products from reaching scale.

The opportunity before us is clear: **create a trusted platform for evaluating health products based on clinical evidence, outcomes, and ROI.** This will not only address the current inefficiencies but also establish MDisrupt as a critical infrastructure in the healthcare ecosystem.

## Market Dynamics – Why Now?

**Vendor Fatigue among Healthcare Decision-Makers** Healthcare executives report being overwhelmed by the sheer volume of new vendors and point solutions. They spend significant resources evaluating vendors on a case-by-case basis, often influenced more by relationships than objective data. There is a growing demand for rigorous, evidence-based evaluation focused on outcomes and ROI.

**Health Product Companies Must Prove Outcomes and ROI** Despite high levels of investment, many health product companies struggle to scale. Failures like Pear Therapeutics, Babylon, and 23andMe highlight the challenge of sustaining growth without demonstrable clinical and financial results. In today's funding climate, companies must prove ROI to succeed with payors and health systems.

**New Players Validate the Market Opportunity** Organizations like Peterson Health Technology Institute, DatosX, and Open Evidence (which recently raised \$75M from Sequoia) are entering the evaluation space. However, their approaches have faced criticism for limited clinician involvement, incomplete data, or lack of collaboration with product companies. This highlights the gap that **MDisrupt's Health Product Intelligence Platform** is uniquely positioned to fill: combining trusted clinician insights, company collaboration, and advanced AI Agents.





**The AI and Generative AI Revolution** The rapid advancement of AI presents a dual opportunity. First, it enables faster data aggregation, analysis, and platform scaling. Second, as more health products integrate AI, stakeholders are skeptical about safety and efficacy—creating a need for trusted, explainable evaluations.

## Proposed Solution: MDisrupt's Health Product Intelligence Platform

We are building **MDisrupt's Health Product Intelligence Platform**, a multi-sided platform that centralizes performance data for health products, connecting stakeholders across the healthcare ecosystem. Our vision is to become the "Trustpilot of Healthcare."

By leveraging our expert network and **AI Agents**, the platform will provide:

- Comprehensive assessments (regulatory status, clinical outcomes, ROI).
- Expert reviews from clinicians, payors, and healthcare leaders.
- A proprietary scoring system that ranks products by performance across clinical areas and populations.

The platform will meet the needs of multiple stakeholders:

- **Health Product Companies:** Expert insights, evidence pathways, and tools to demonstrate outcomes and ROI, accelerating adoption and reimbursement.
- **Payors, Providers, Employers:** Comprehensive dashboards with evidence, expert reviews, and ROI analysis to support faster, data-driven decisions.
- **Patients:** Access to reliable, validated product information to make safer, evidence-based health decisions.

## The Role of AI Agents in the Platform

**MDisrupt's Health Product Intelligence Platform** is powered by specialized **AI Agents** that act as scalable extensions of our expert network. Each agent is designed for a specific part of the evaluation process, ensuring outputs are explainable, auditable, and trusted.





- **Document Processing Agents** – Extract and summarize data from product docs, claims, studies, reviews, regulatory filings.
- **Contextual Analysis Agents** – Interpret data in a healthcare context, distinguishing meaningful features from noise.
- **Assessment & Scoring Agents** – Assign and update performance scores across safety, effectiveness, usability, ROI.
- **Personalization Agents** – Deliver tailored recommendations to specific user needs and clinical contexts.
- **Performance Monitoring Agents** – Track product adoption, updates, real-world outcomes, and emerging trends.
- **Clinical Data Integration Agents** – Link into EHRs and clinical databases to evaluate outcomes in practice.
- **Explainable AI Agents** – Provide transparent rationales for scores and benchmarks, enhancing trust.

Together, these AI Agents feed into a **Health Product Intelligence Dashboard**, a single interface for all stakeholders to view performance insights, adoption metrics, ROI, and regulatory status.

## New Revenue Generation Opportunities

**MDisrupt's Health Product Intelligence Platform** opens multiple revenue streams:

1. **New Subscriptions** (Healthcare Stakeholders): Health systems, payors, and employers pay \$250K–\$500K annually for access to standardized, objective data. (validated by our qualitative user research)
2. **Assessment Services**: Health product companies pay for deeper evaluations and guidance from our expert network to improve clinical and commercial viability.
3. **Ongoing Subscriptions** (Health Product Companies): Companies maintain visibility and benchmarking through continuous subscriptions.
4. **Expert as a Service Revenue** Companies scaling into new markets leverage MDisrupt's expert network for commercialization expertise.





## Expected Business Impact

The implementation of **MDisrupt's Health Product Intelligence Platform** will transform MDisrupt into a true data-driven business, unlocking significant new revenue opportunities and creating powerful network effects:

- **Faster Time-to-Market:** By reducing the time it takes for healthcare stakeholders to identify and adopt new health products—from months to days—the platform will streamline decision-making processes and drive efficiency across the industry.
- **Increased Deal Flow:** The platform's transparency, trust, and evidence-based insights will attract more health product companies and healthcare stakeholders, generating higher demand for both the platform and our Expert Network, creating a self-reinforcing loop of growth.
- **New Revenue Streams:** **MDisrupt's Health Product Intelligence Platform** will establish MDisrupt as a data business, offering subscription-based access to our comprehensive health product evaluations. Reassessments, expert consultations, and commercialization services will provide additional, scalable revenue sources, turning our data assets into long-term income streams.
- **Network Effects:** As more stakeholders and health product companies join the platform, the value of the data will increase, further reinforcing **MDisrupt's Health Product Intelligence Platform** as the go-to marketplace for health product performance insights. This will create a flywheel effect that amplifies both platform usage and revenue growth.

## Competitive Advantage

MDisrupt's strength lies in its ability to combine human expertise with AI-driven insights. By leveraging both the **Expert Network** and advanced AI technologies, we will create an unmatched assessment platform that is evidence-based, dynamic, and trusted by healthcare stakeholders.





Our moats include:

- **Owned Expert Marketplace** Trusted and contracted with 3,000+ healthcare experts, delivering rapidly growing revenue and a strong customer base.
- **AI Agents + Human Intelligence** Proprietary combination of specialized AI Agents with real-world expert reviews creates explainable, scalable, and superior evaluations.
- **AHA Collaboration** Exclusive access to the American Heart Association's network of cardiology and neurology specialists brings unique clinical depth and validation.
- **Multi-Specialty Breadth** Comprehensive coverage across all healthcare domains provides insights no single-specialty network can match.
- **Built-for-Healthcare Tech Stack** Integrated platform combining experts, AI Agents, and proprietary data into a scalable, evidence-driven system designed for healthcare.
- **Proprietary Data** A growing database of product and company insights generates powerful network effects and increasing value over time.

## Conclusion

**MDisrupt's Health Product Intelligence Platform** represents a transformative opportunity for MDisrupt to evolve into a data-driven platform company, positioning itself as the "Trustpilot of Healthcare."

This platform will not only streamline decision-making for stakeholders such as health systems, payors, and employers, but also provide **health product** and life sciences companies with the tools to demonstrate clinical outcomes and ROI, accelerating their path to market. Powered by our expert network and specialized **AI Agents**, the platform delivers real-time, dynamic assessments that ensure MDisrupt stays ahead of industry trends and becomes the trusted source for **health product** evaluations.

The potential for new revenue streams is significant, with opportunities for subscription-based access, expert services, and commercialization support. Furthermore,

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**MDisrupt's Health Product Intelligence Platform** will generate powerful network effects: as more stakeholders and companies use it, the value of the data and insights will compound, reinforcing its position as the essential marketplace for **health product** performance intelligence.

With **MDisrupt's Health Product Intelligence Platform**, MDisrupt can establish itself as the essential infrastructure for **health product** evaluations—driving not only commercialization at scale but also ensuring that the most impactful solutions reach the patients who need them. We are uniquely positioned to execute this vision, and now is the time to accelerate our growth and lead the next phase of healthcare transformation.

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