



The AI-Powered Platform for Evaluating and Accelerating Healthcare's Boldest Innovations

Series A Investor Deck

Ruby Gadelrab, Founder & CEO



The Problem

Which breast cancer genetic test is better?



Are these wearables any good, clinically?



Healthcare Innovation Is Drowning in Noise

Health Product Vendors



350,000+ Products

98% of digital health products and
75% of medical devices fail to scale

The Widening Gap Between Innovation and Adoption

- Clear evidence of effectiveness
- Proof of improved health outcomes
- Demonstrated ROI
- Seamless fit into clinical workflows
- A path to reimbursement

**No trusted infrastructure exists
to objectively evaluate
health innovation**

Healthcare Stakeholders



Severe Vendor Fatigue

Health systems, payors, and employers
are spending millions of dollars on
evaluating innovation.

We Started With Health Experts...



Fastest Growing Expert Network In Healthcare

3,000+ vetted health experts and clinical operators the foundation of our human-in-the-loop platform.



Proven Market Demand

150 healthtech and life sciences companies served, validating repeatable and urgent need.



AI Powered Platform and Proprietary Data

Productized the "gig-economy" for the health industry and built the operating system for finding, engaging and managing experts.



Rapid Revenue Growth

On track to surpass \$3M revenue and 163% to plan YTD.

...Earned the Trust of Over 150 Companies

ENTERPRISE



California Health Care Foundation

Optum



Providence

GRAIL

everly health



CareDx

SCALE UP

evidation

prenuvo

hims



GENOMICS

ELLIPSIS
HEALTH



XANDAR KARDIAN

ARTERA

START UP



Cognito
Therapeutics



adela



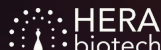
Circular
Genomics



LOVU



Xella



HERA
biotech



CpG
Diagnostics



sanarai

INVESTORS



CAPITA3

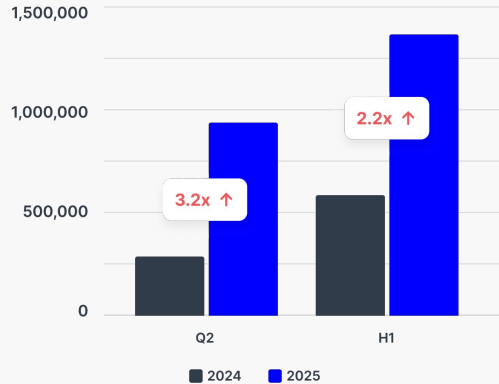


MENLO
VENTURES

... And Proved That the Model Works

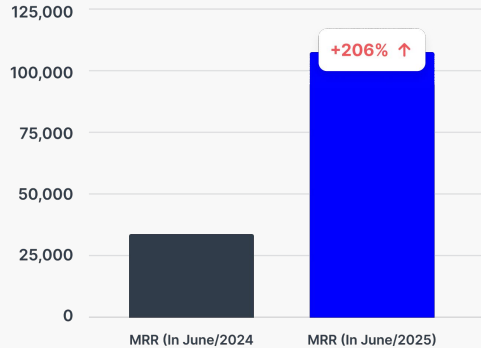
Fast Growth

Booked Revenue Tripled QoQ



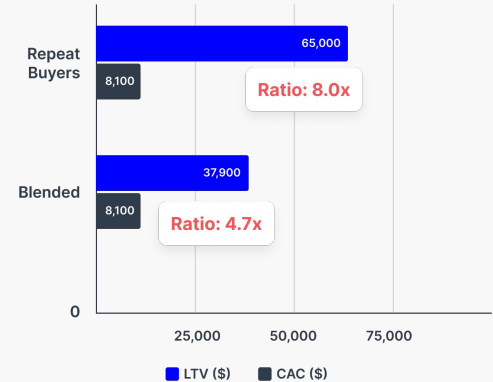
Strong Recurring Revenue

\$1.3M Recurring Revenue



Large LTV

Repeat Buyers Deliver 2x Higher LTC and Drive 91% GMV



From Experts to Insights

PHASE 1 Earn Trust



People

Established the fastest growing health expert network with over 3,000 experts and the trust of 150+ healthcare clients.

PHASE 2 Build Infrastructure



Platform

Scaled expert services by building an AI powered platform that drives efficiency and powers our proprietary data engine.

PHASE 3 Evaluate Health Innovation

Insights

Turning expert interactions into structured, proprietary data that generates objective, evidence-based evaluations of health innovation

Having de-risked trust and scale, we are now creating the data moat that will power **objective evaluation** of health innovations

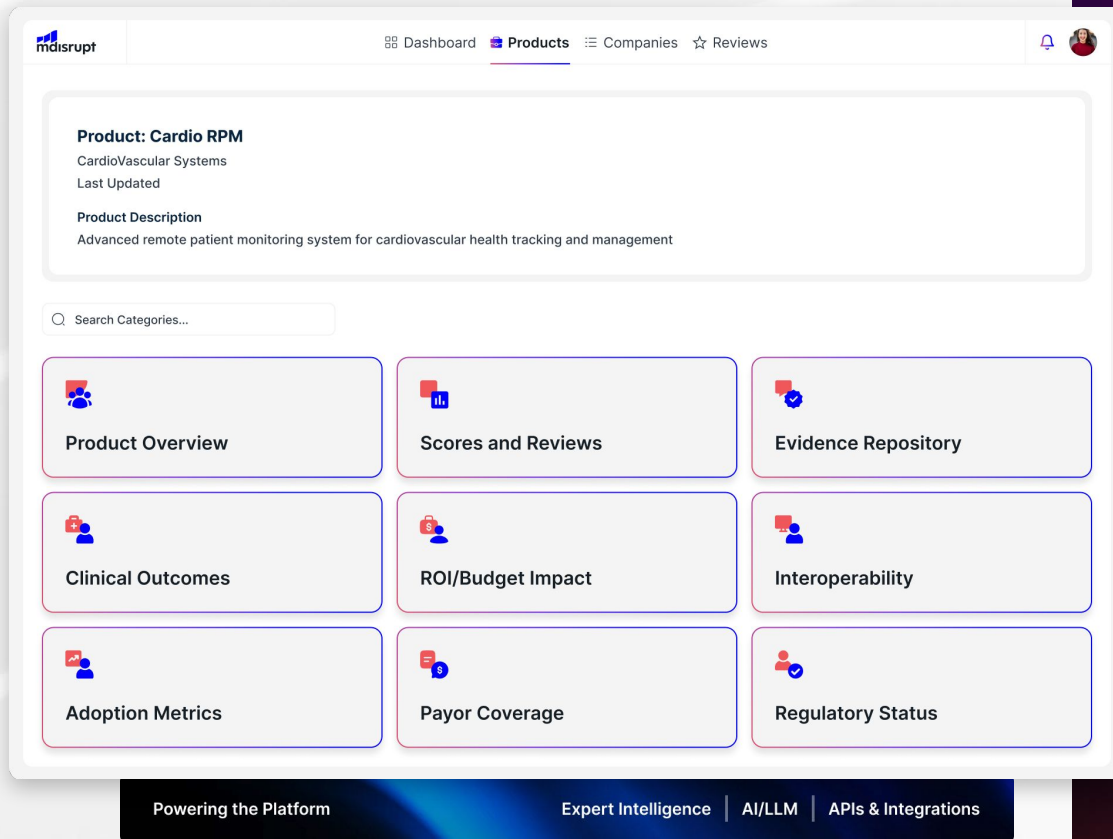
Our Solution

...Now Our Experts and AI Agents Will Evaluate and Organize the World's Health Products by Performance

The screenshot displays the mdisrupt Health Technologies Database website. The header includes the mdisrupt logo, navigation links for Technologies, About, and Contact, and a user profile icon. The main section is titled "Health Technologies Database" with a subtitle "Explore our comprehensive database of evaluated health technologies". Below this, it states "Showing 6 of 6 technologies". The technologies are presented in a grid of six cards, each with a category label, a title, a description, and performance scores for Evidence, Safety, and Usability.

Category	Technology	Evidence	Safety	Usability
UI/UX Design	AI-Powered Diagnostic Imaging	92	88	90
Telemedicine	Remote Patient Monitoring System	87	94	85
Surgical Robotics	Robotic Surgery Platform	95	91	88
Digital Health	Digital Therapeutics App	83	96	92
Genomics	Genomic Testing Platform	89	92	84
Wearable Technology	Wearable Health Monitor	79	89	94

At the bottom of the page, there is a dark blue banner with the text "Powering the Platform" followed by "Expert Intelligence | AI/LLM | APIs & Integrations".



Introducing MDisrupt's Trust Infrastructure for Health Product Adoption

Primary Users:

- Health Companies
- Payers
- Health Systems
- Employers

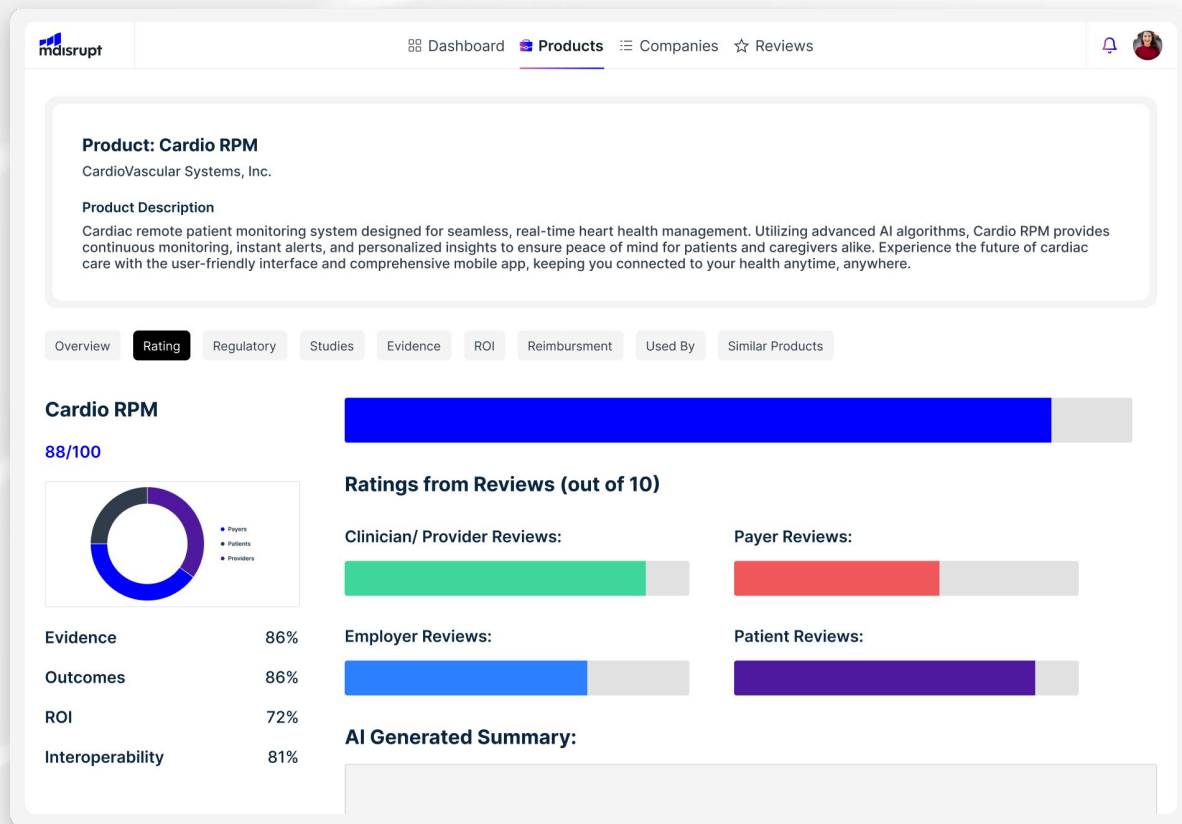
Secondary Users:

- Providers
- Investors
- Life Sciences and Pharma

Tertiary Users:

- Patient-Consumers

Real-World Performance: Separating the Signal from Noise in Health Innovation



The Critical Infrastructure for Evaluating Health Innovation

Human-In-The-Loop + Data + AI Agents

Data Layer



Proprietary and Licensed Data

MDisrupt data sets, enriched with licensed and public sources as well as provided by the health product vendors.



Human Intelligence

3,000+ healthcare experts review, contextualize and validate real-world performance of health innovations.

Agentic AI Layer



AI Agents

- ❖ Evidence Aggregation Agents
- ❖ Expert Recommendation Agents
- ❖ Regulatory Intelligence Agents
- ❖ Market Signal Agents
- ❖ Benchmarking Agents
- ❖ Performance Monitoring Agents

User Interface Layer



Recommendation Engine

Delivers clear, evidence-based **performance insights** that empower stakeholders to make confident, data-driven decisions.

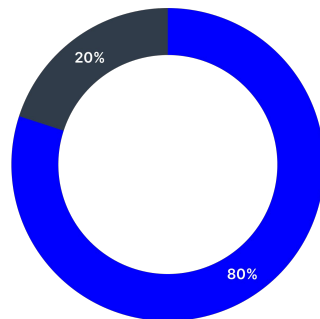
Market Research with Health Systems and Payers Indicates High Willingness to Pay

\$250 – \$500K

annually on subscription fees

Key Buyer Pain Point

Healthcare stakeholders lack a reliable, objective platform to evaluate health technologies with confidence



● Highly Interested ● Moderately Interested

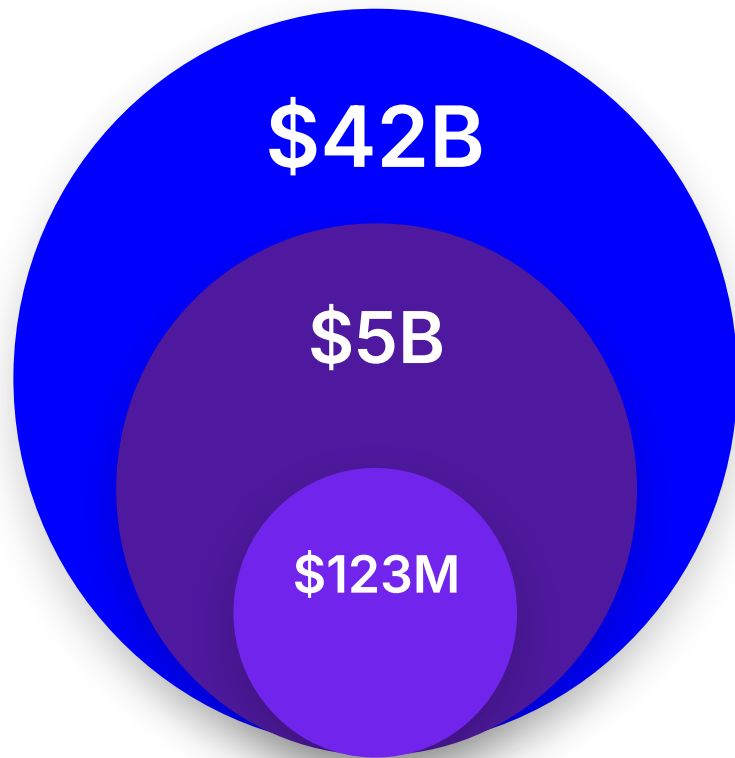
"...this repository could revolutionize our healthcare technology management.... This capability could significantly streamline our processes and enhance compliance"

- Joseph C., ex-CMO at Optum

"...this platform is a no-brainer for us. It could save us nearly a million dollars in salaries alone, which would be a huge boost to our operational efficiency and bottom line."

- Marcia G., ex-VP at Humana

Market Opportunity: A \$42 Billion Opportunity Is Waiting to Be Unlocked



> **TAM - Total platform revenue opportunity for all potential health stakeholders**

Global healthtech evaluation, validation and expert services across all healthcare stakeholders









> **SAM - Total Addressable Market for larger health systems, payors and US healthtech companies**

Services for medium/large payors, health systems with 1000+ beds, US-based healthtech companies

> **SOM - Estimated Obtainable Market within the US in the next 5 years**

Assumes 4% penetration rate and 10% conversion rate across channels

How MDisrupt Makes Money Across the Healthcare Ecosystem

Customer Type	Addressable Market	Platform Usage	Business Model	Example Customers
Health Companies	43K	<ul style="list-style-type: none"> Access internal and external experts Generate Provider reviews Clinical and commercial viability 	<ul style="list-style-type: none"> Subscriptions Marketplace take rate Assessment fees 	 
Payors / Self-Insured Employers	900 50K	<ul style="list-style-type: none"> Identify the best healthtech solutions, efficiently Access Provider reviews Access evidence, outcomes, ROI data Access experts for evaluation, implementation 	<ul style="list-style-type: none"> Enterprise Subscriptions Marketplace take rate Assessment fees 	 
Health Systems	404	<ul style="list-style-type: none"> Identify the best healthtech solutions, efficiently Access/generate provider reviews Access evidence, outcomes, ROI data Access experts for evaluation, implementation 	<ul style="list-style-type: none"> Subscriptions Marketplace take rate 	 
Providers	823K	<ul style="list-style-type: none"> Identify the best healthtech solutions, efficiently Generate Provider reviews Access Provider & Patient reviews 	<ul style="list-style-type: none"> Subscriptions Marketplace participation 	
Investors	200	<ul style="list-style-type: none"> Access internal and external experts Clinical and commercial viability 	<ul style="list-style-type: none"> Subscriptions Assessment fees 	 
Patients / Consumers	331M	<ul style="list-style-type: none"> Identify the best healthtech solutions, efficiently Generate patient reviews 	<ul style="list-style-type: none"> Freemium Subscriptions for premium features 	

Our Competitive Moats Are Unmatched



Owned Expert Marketplace

Trusted and contracted with 3,000+ healthcare experts, rapidly growing revenue and strong customer base



AI + Human Intelligence Platform

Integrates health expertise and AI agents to deliver scalable clinically relevant evidence based assessments



AHA Investment & Collaboration

Backed by the American Heart Association with direct access to their cardiology and neurology members



Breadth of Clinical Expertise

Comprehensive coverage across all healthcare domains provides insights that no single specialty network can match



Productized Health Gig Economy

Built the tech stack and operating system for finding, engaging and managing health experts



Proprietary Data

Growing data on product/company insights creates network effects and defensibility over time

Competitors

General Expert Marketplaces

CATALANT

Toptal.

Traditional Consulting Firms

McKinsey
& Company

BAIN
& COMPANY

Expert Network Platforms

AlphaSights

GLG

Personal & Professional Networks



mdisrupt.com

mdisrupt



**Beyond a Marketplace:
Powering Data & Trust
Infrastructure for
Healthcare**

Comparables

Real-World Evidence Platforms

komodo®

flatiron.

Health Data Networks

DATAVANT

healthverity

Healthtech Market Intelligence

**DEFINITIVE
HEALTHCARE**

**PETERSON
HEALTH
TECHNOLOGY
INSTITUTE**

Life Science Platforms

veeva

MEDIDATA

mdisrupt

Series A Target Raise: \$10M

To scale the critical infrastructure for
evaluating and accelerating health innovation.

Use of Funds

Technology

Building key product features and tech infrastructure, architecture & development

Scaling Core Business

Sales team expansion, targeted marketing, and other strategic initiatives

Data

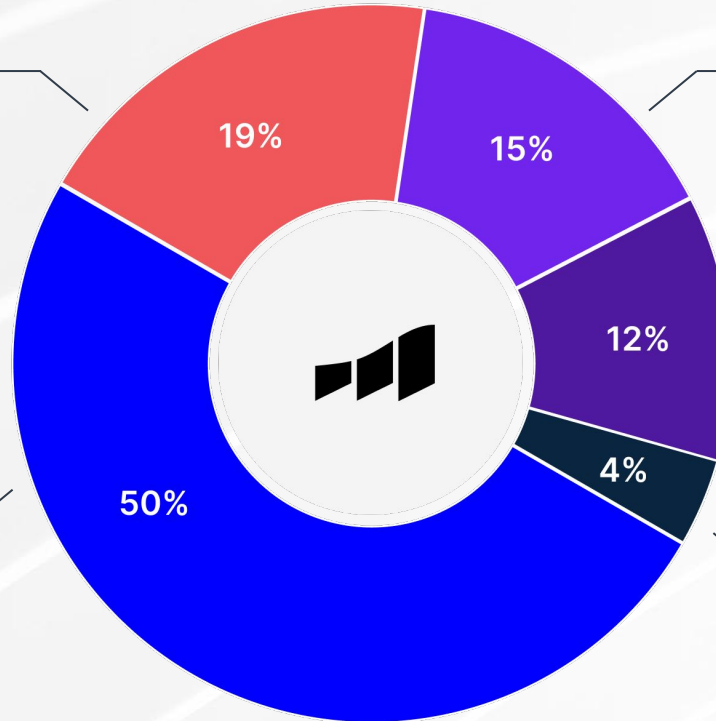
Data Acquisition, generation and expert assessments

GTM for New Product

BD, marketing and partnerships with payors, health systems and employers

G&A

G&A support, licensing, legal, consultant and misc



Timeline : 24 Months

Milestone: Data Product + Payor Validation

Growth: \$19M Booked Revenue by 2027

Highly Experienced Leadership Team from Healthcare, Digital Health, and Tech



Ruby Gadelrab
Founder and Chief Executive Officer



Greg Nagy
Chief Operating Officer



Roger Davies
Chief Technology Officer

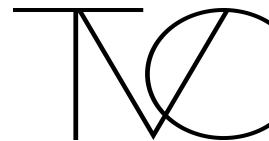


Backed by the Best

Leading Marketplace, SAAS, Tech,
and Healthcare Investors.



American Heart Association®
Ventures



The Venture Collective

CAPITA③



BDEV
VENTURES



hip



STONE MOUNTAIN
VENTURES



Thank You

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