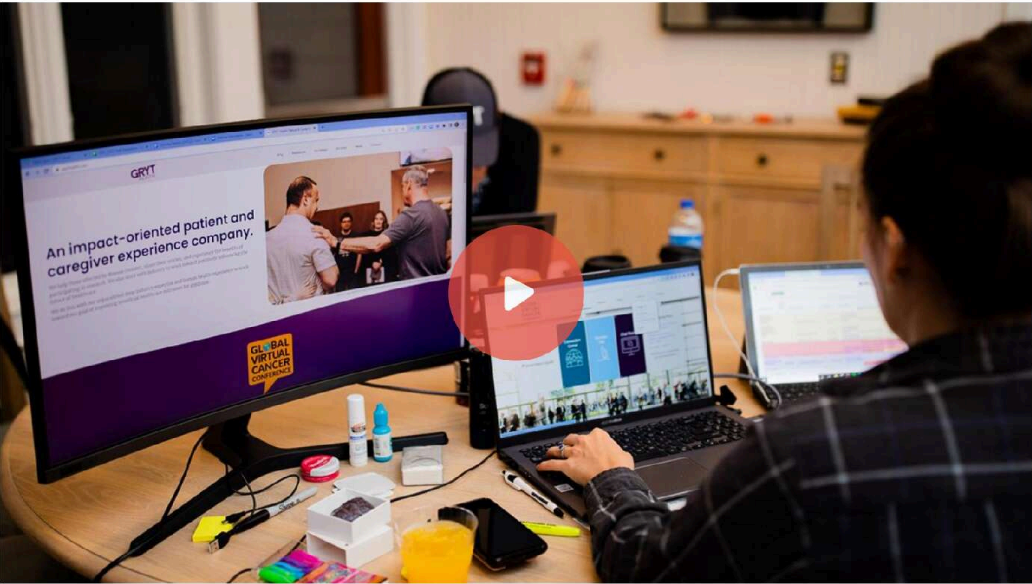


Increasing access to new cancer treatments



grythealth.com Rochester, NY      

Highlights

- 1 Over \$11 million booked revenue from 20 pharmaceutical and biotech companies
- 2 Founded by cancer survivors and caregivers
- 3 Established patient community with 50 million interactions to date
- 4 \$5 million in projected sales pipeline with 23 treatment development clients
- 5 \$13.4 billion annual industry spend in Gryt's three service lines
- 6 New FDA requirements make Gryt's services critical
- 7 \$5.5 million invested from 18 investors and 4 funds, including The Omidyar Group (founder of eBay)
- 8 Team of industry experts from pharma, Wall Street, tech, research, and patient advocacy

Featured Investors





Syndicate Lead

Follow

Invested \$1,155,714 ⓘ

"The Tempo SPE Group manages Angel investment into 10 startups, 4 of which are in health care. Gryt provides significant assistance for patients to find solutions to their cancer diagnosis. One of our startups is using Gryt to assist in a clinical trial. I am on the Board of that startup and I recommended Gryt. It is important for investors to complete their diligence before they invest in startups. Tempo has done so and continues to invest for Gryt provides an excellent service to patients, pharma and clinical trials for new life saving drugs. Better patient outcomes comes from better patient information. That information allows pharma to better design clinicals and get life saving results."



Other investors include [The Omidyar Group](#), [Excell Partners](#), [Michigan Capital Network](#), [Tempo Group](#)

Our Team



David Craig Board Member & CEO

2x Testicular Cancer Survivor, Patient Experience Researcher and Pharma Executive



Shelley Nolden Board Chair & Angel Investor

Leukemia Survivor, Founding Member of a Wall Street Firm



Brad Love Board Member & Chief Culture Officer

Associate Director, Center for Health Communication, University of Texas



Gryt Staff Board Member & Chief Technology Officer

Cancer Caregiver, Stupid Cancer Co-Founder



Bill Walsh Chief Financial Officer

Cancer Survivor, Former General Motors Financial Analyst



Uma Rana Chief of Strategic Partnerships

Pharma Executive in Digital Health, Transformation & Strategy



David Aleksandrowicz Chief Information Officer

Cancer Caregiver, Entrepreneur and Software Developer



Sheila Thorne Board Member

Expertise in designing and implementing multicultural marketing campaigns for the pharmaceutical, biotech and medical device industry



Guy Boike, MD Board Member

Dr. Boike has over 40 years of experience in gynecological cancer treatment and has been published in many peer-reviewed publications and research studies.

About Gryt Health

Gryt Health ('grit') amplifies voices to improve health outcomes. Gryt is a healthtech company owned by survivors and caregivers. By always putting the patient experience first, we work to improve medicine development, access to equitable care and outcomes for all. Visit grythealth.com to learn more.

Through our innovative, patient engagement platform, Gryt provides clinical trial patient activation, patient experience research, and patient engagement services to the majority of the Top 10 global pharmaceutical companies. Additionally, we work with clinical research organizations, life sciences and biotech companies who are leading cutting edge new treatment development.

[View slides in a new window](#)

We named our company

Gryt

because of **Shelley**.

While battling leukemia, Shelley wrote:

"Because of the ongoing nature of treatment, cancer patients have true grit forced upon them"

Shelley Noiden, Former Big Ten Swimmer, Gryt Co-Founder

David Craig, CEO & Co-Founder

Dave had two cancer diagnoses in his twenties, and then was a caregiver to his father through bladder cancer.

...His father's medical team never informed them of clinical trials until his treatment failed.

By the time they got to Roswell Cancer Center for screening, his dad was too sick to qualify. Even as a pharmaceutical researcher and cancer survivor, Dave was unable to navigate the system to help his father.

Unwilling to accept a status quo that wasn't working, Gryt's Co-Founders assembled a team of industry experts, patient advocates and survivors like them to create a solution... for patients and for the pharmaceutical industry.

"Gryt" is empowering...

Patients to navigate their diagnosis & Improve medicine development and access for everyone.

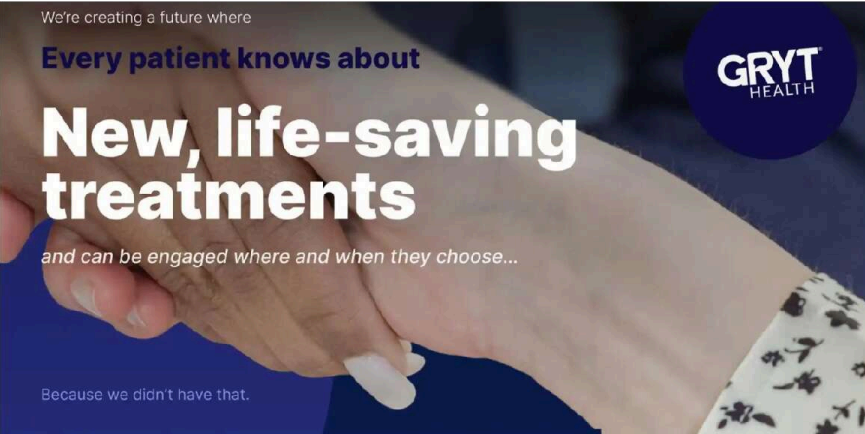
We're creating a future where

Every patient knows about

New, life-saving treatments

and can be engaged where and when they choose...

Because we didn't have that.

Shelley Nolden, Former Big Ten Swimmer, Gryt Co-Founder



Pharmaceutical companies face challenges that **prevent** patients from learning about new advancements in medicine.



Patients aren't informed about new treatments because their hospital isn't running that specific clinical trial (like Shelley and Dave's dad).



Other patients aren't made aware of new precision treatments because their doctor isn't familiar with it yet or doesn't run the test needed.

These are among the challenges pharmaceutical companies face and are now working with Gryt to solve.

4

85% of cancer patients have a 10% higher chance of dying in the first year...

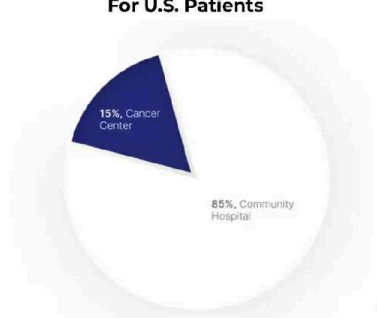
than patients treated at Cancer Centers, which have greater access to new treatments.

Source: [Patients Treated at Cancer Centers Live Longer](#)

"I have battled Metastatic Refractory Thyroid Cancer for 3 years. Two other women in my family had it as well. I keep asking if there might be a link, but my local geneticist keeps telling me the research isn't there yet".

This is the response we received from a patient using the Gryt platform after we informed her of a new treatment that her medical team didn't tell her about

Location of Cancer Treatment
For U.S. Patients



Location	Percentage
Cancer Center	15%
Community Hospital	85%

5

Source

Gryt's platform gives patients a way to learn and engage on their terms

New FDA regulations create the need to include "patient experience" in medicine development

The Patient

Gryt Platform

Pharma Partner



Treatment and Clinical Trial Information

←-----→

Patient Experience Data

←-----→

Gryt

Treatment and Clinical Trial Information

←-----→

Patient Experience Data

←-----→





Patients determine when and how their information is used

Partnership

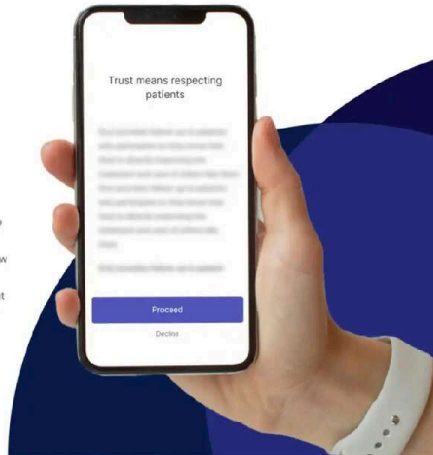
People opt-in (choose) when and how they want to be involved

Transparency

Gryt shares who we're working with and how their information will be utilized

Relationship

Gryt provides follow-up to patients who participate so they know how they're directly improving the treatment and care of others like them



Gryt is...

...having cancer cells removed three times before the age of 50 and living with a chronic illness while supporting other family members struggling with their cancer diagnoses.

Rebuilding your identity as: The Cool Aunt, Dog Mom, Mentor, Medical Anthropologist in Health Outcomes

...being your dad's primary caregiver through cancer in your teens and almost not graduating high school.

Rebuilding your identity as: Father, Husband, Advocate, Contributor to Forbes, Technology Expert

...getting diagnosed with stage 3 colon cancer and a Path2 genetic mutation in your 20s. Going through chemo-induced menopause. Unable to find connection or support that reflected my experience

Rebuilding your identity as: Survivor, Advocate, Wife, and most importantly Mom

...being your father's caregiver while battling metastatic stage 4 neuroendocrine tumor who was misdiagnosed numerous times

Rebuilding your identity as: Daughter, Mom, and Pharmaceutical Digital Transformation Executive

Rebuilding your identity as: Husband, Dad, Austin Cyclist, PhD, Associate Director for Health Communication at University of Texas, Austin



Amy Spindler, SVP Outcomes & Impact



Kenny Kano, Co-Founder & CTO



Jess Carroll, Chief of Administration



Uma Rana, Chief of Strategic Partnerships



Dr. Brad Love, Co-Founder & Chief Culture Officer

8

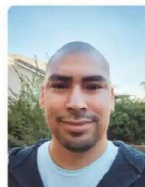
Gryt

50 million impressions
of Gryt's content across social channels

25 research studies
delivered in partnership with patients

15 peer-reviewed publications
Posters, and abstracts at major conferences

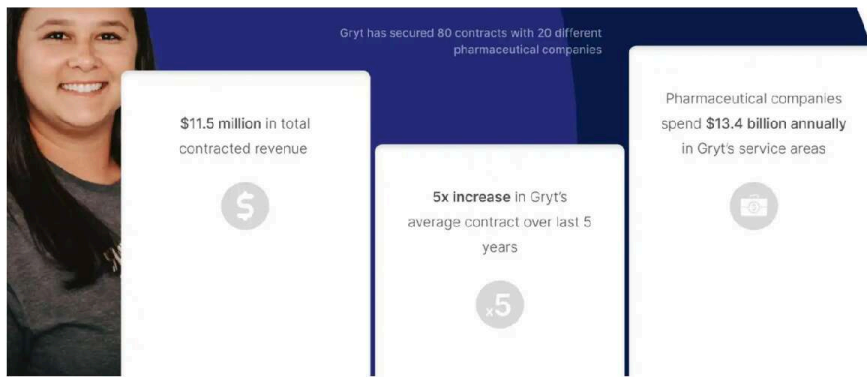
"I want my experience to be heard by the pharmaceutical companies"



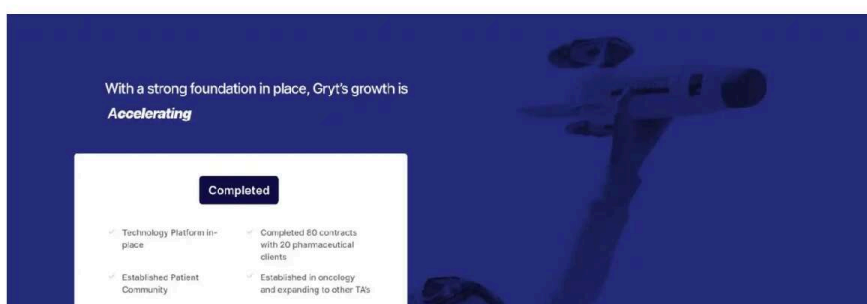
"I like using my voice to give my experience not only to people who may be going through the same situation, but I want my experience to be heard by the pharmaceutical companies, so they can improve clinical trials so future participants don't have to experience side effects like I did."

Ben Hernandez Clinical Trial Participant and Gryt Community Member

Gryt's established client base proves top-tier clients value our human-centered model.



Future projections are not guaranteed



Success Factors for
Recognition

- Successful and improve recruiting techniques
- Talented team in place established best practices

Success Factors for Growth
Cross-selling & scalable sales

- Compelling case studies across business lines

Growth Potential

Scaling our business model through Technology / AI

Working with existing clients in new service & disease areas (cross-selling)

Expand platform user base in high priority other regions

Expand to adjacent sectors in healthcare (payer, pharmacy, etc.)

Further penetration in oncology and expansion into other disease areas

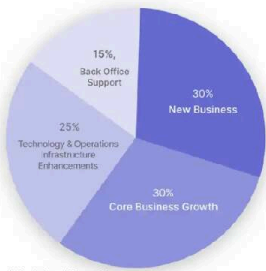
13

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Proceeds from this raise will scale Gryt's proven business model

We're on track to double revenue in 2024 and double again in 2025.

Allocation of Proceeds



Future projections are not guaranteed

Ways to support

Gryt

and our **Mission.**

Invest

Join the community

Share with your loved ones facing cancer

[Join the Community](#)

[Share with your loved ones](#)