Accelerating Clinical Trials with Site Marketplace

IIT Startups Demo Day
July 2025

Ajay N. Nyamati
Co-founder & CEO

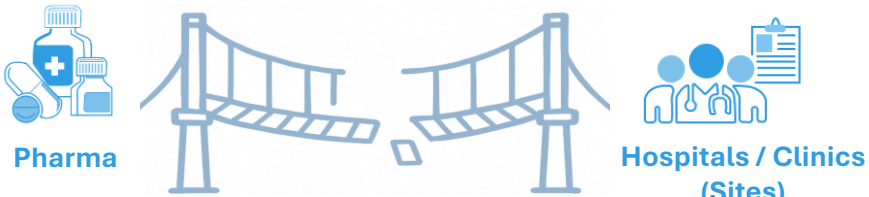
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Billions are at Stake in the Drug Discovery Race

Merck's Keytruda **has made $100B more** than Bristol-Myers-Squibb's equivalent

by getting **FDA approval one month sooner**

Yet, 80% of clinical trials are delayed



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We are changing how the industry communicates collaborates!



Kitsa's marketplace platform is giving its pharma customers a 4-month head start on a clinical trial, saving $6M - $12M in the process

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Right Team, Right Time!



Ajay Nyamati

CEO

10+ years in pharma tech solutions



Rohit Banga

CTO

18 years in the clinical trials research

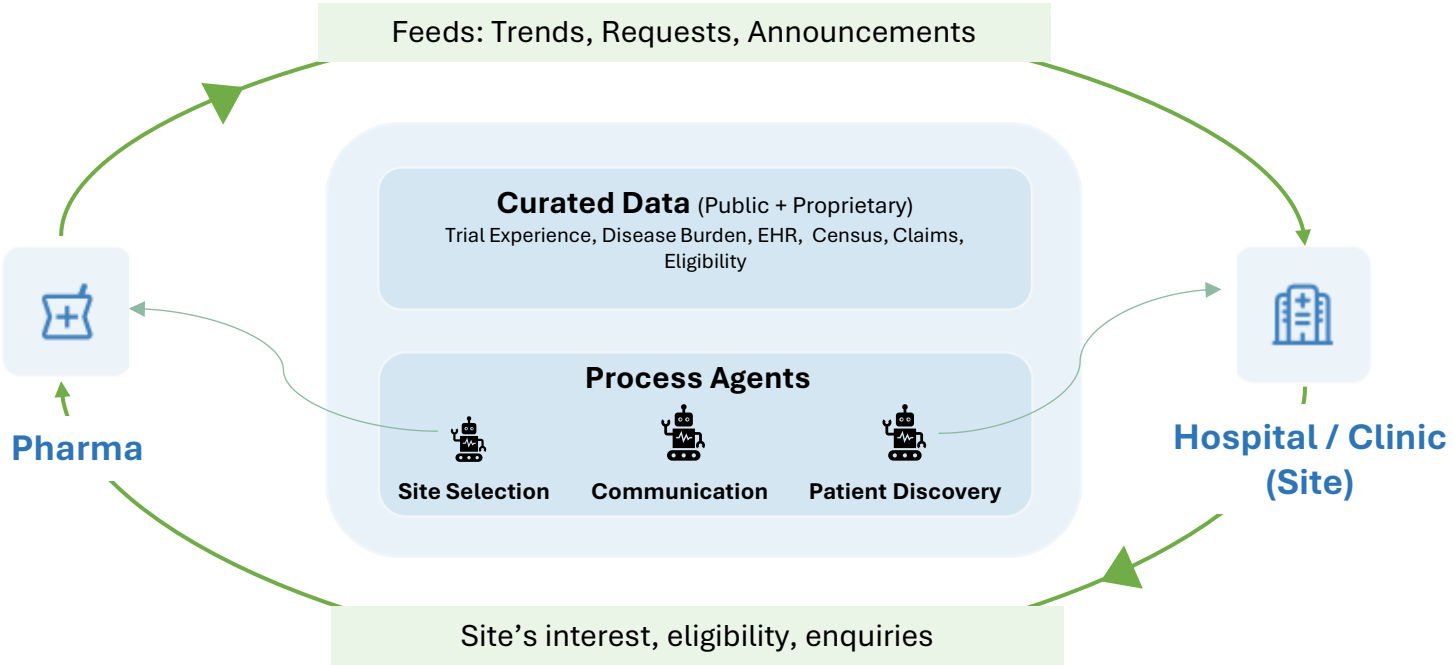
The **industry imperative** to accelerate drug development post-COVID

MEETS

explosion of the healthcare data ecosystem & **emergence of LLMs**

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B2B Marketplace: Connecting Pharma & Clinical Sites



Transactional → **Continuous Engagement**

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Go-to-Market (2025-26) & Traction

Revenue Model: Service-as-a-software to deliver outcomes to Pharma :

Protocol Development, Site Selection, Patient Pre-Screening



Pharma

- **Channel Partnership** with Consulting Companies & Contract Research Org (CRO)
- Digital Campaigns (try-before-you-buy targeting)

Johnson & Johnson

EY

indegene

MASSIVEBIO



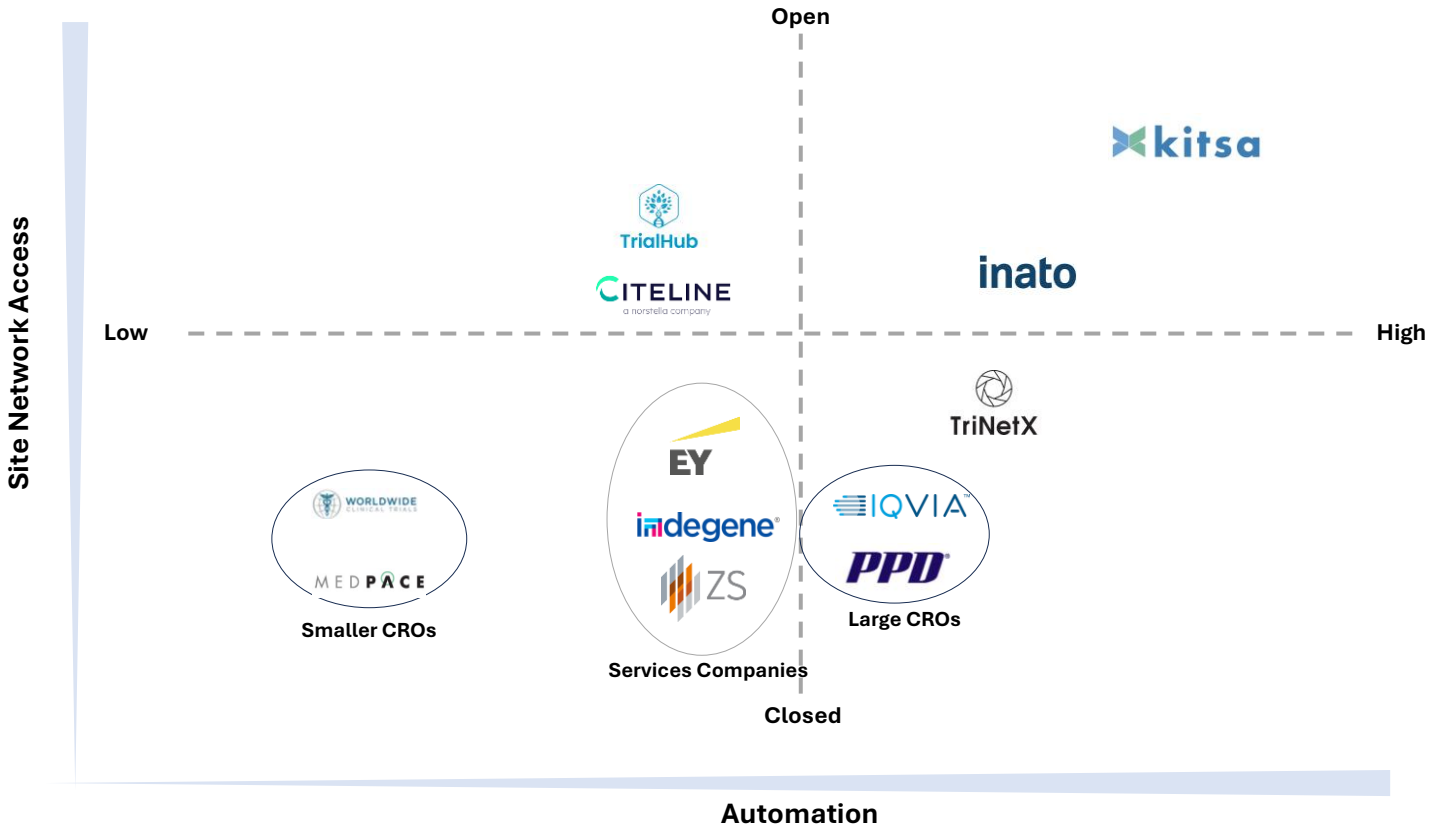
Sites

- **Digital Campaigns** targeting Sites & Networks
- Named Site-centric Events

Listed Sites – 50K+

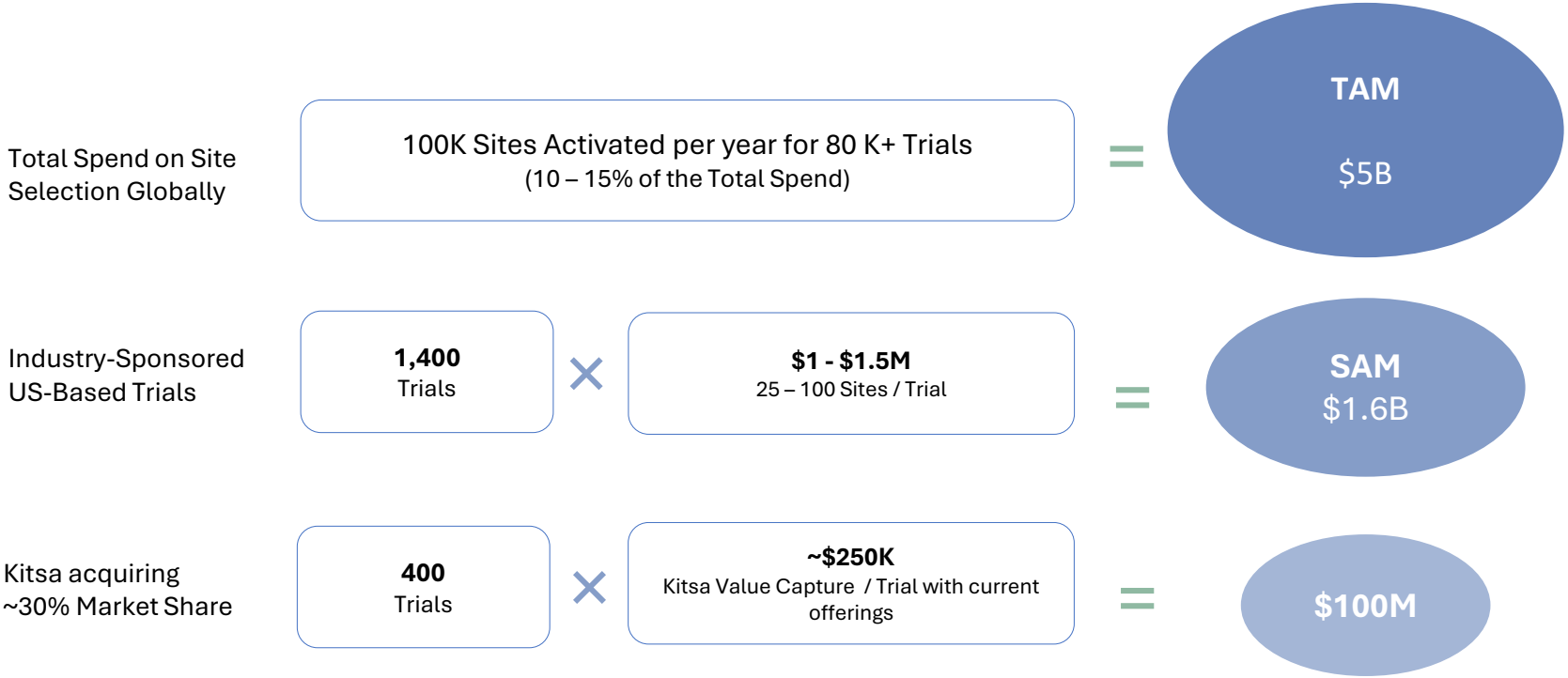
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Competition



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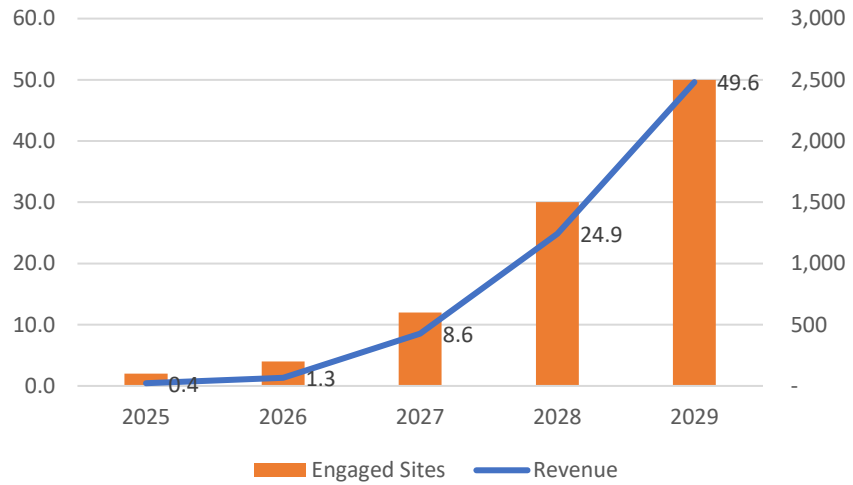
Market Opportunity for Kitsa in $50B Clinical Trial Industry



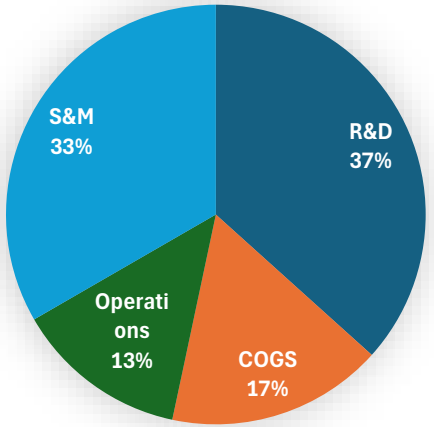
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Raising $3M Seed Round

Revenue & Traction



$3 M Spend over 2 years



- Acquire 3 - 5 Pharma customers
- Actively engage 200+ Sites
- Get us to about $1.3M ARR
- Runway of 18 – 24 months

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Let’s bring medicines faster to the world!

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