



NURA HEALTH

Illuminating women's health through  
**personalized AI-powered diagnostics**



PROBLEM

# Endometriosis

**11%**

of women have  
endometriosis

**7-11**  
years to  
diagnosis

INVASIVE  
biopsy  
**\$5K+**

**~\$328,000**  
lifetime cost of  
treatment

↑  
**Infertility**  
**Cervical cancer**  
**Heart disease**

SOLUTION

## The Nura Test & AI Treatment Platform



3-5 days instead of 7-11 years

Simple blood test

Custom treatment plans

Fraction of the cost of traditional Dx

## ACCOMPLISHMENTS

# ARPA-H SPRINT FOR WOMEN'S HEALTH

One of 9 start-ups out of 1,700 applicants

\$3M in non-dilutive award funding



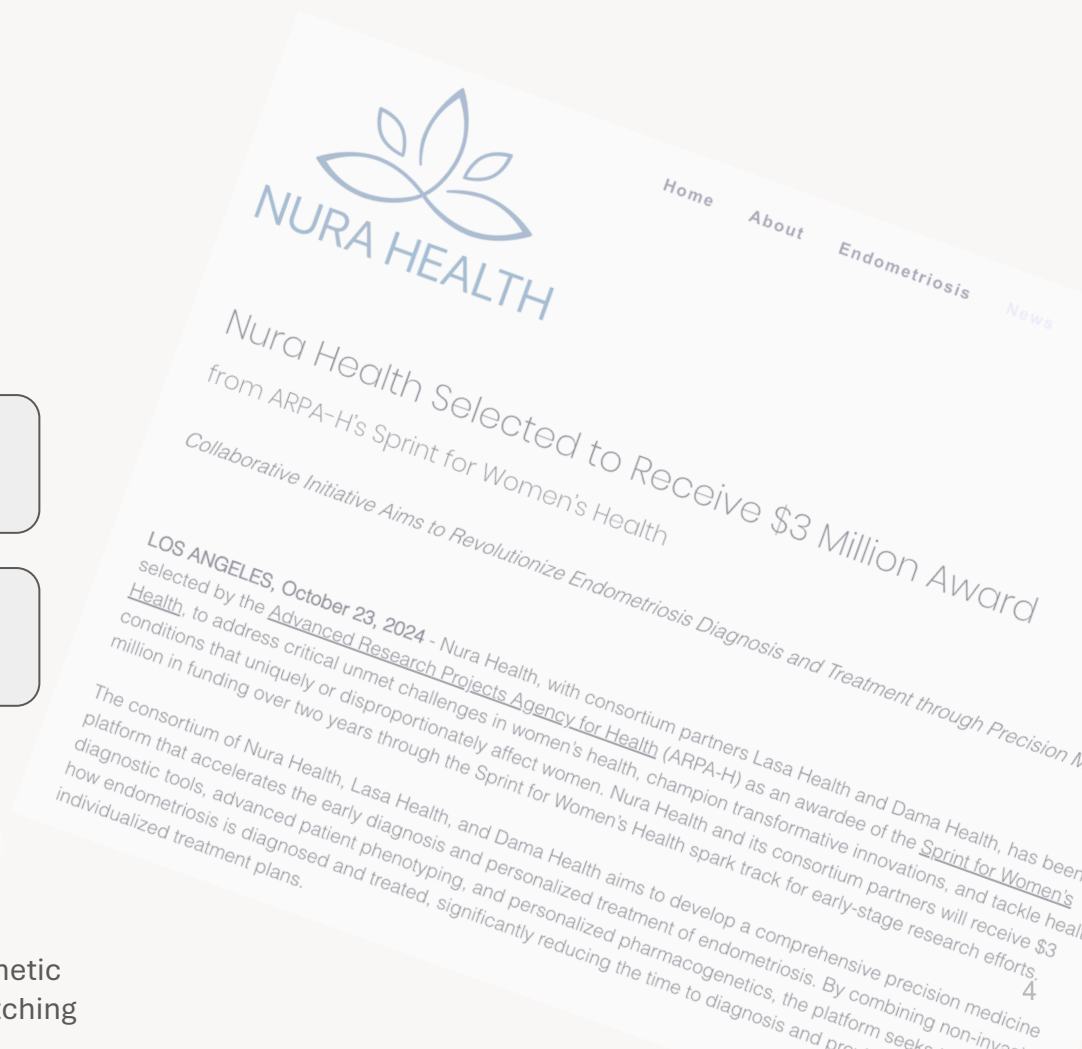
Biomarker  
validation



Clinical data



Pharmacogenetic  
treatment matching



## TEAM

# EXECUTIVE LEADERSHIP



**Varun Kapoor, MD, MBA**  
*Founder and CEO*  
15+ yr Healthcare Exec



**Idhaliz Flores, PhD**  
*Chief Scientific Officer*  
Leading Endo Researcher



**Evangelos Hytopoulos, PhD**  
*Bioinformatics Data Scientist*  
Led Cologuard Development



**Michael Strug, MD, PhD**  
*Medical Advisor*  
Stanford Fertility Doc



**Lesley Northrop, PhD**  
*Chief Product Officer*  
Extensive Commercial Expertise



**Loren McAnally, MBA ('26)**  
*Chief Operating Officer*  
12+ yr Healthcare Operations

Scientific

Commercial

Strategic

Operational<sub>5</sub>

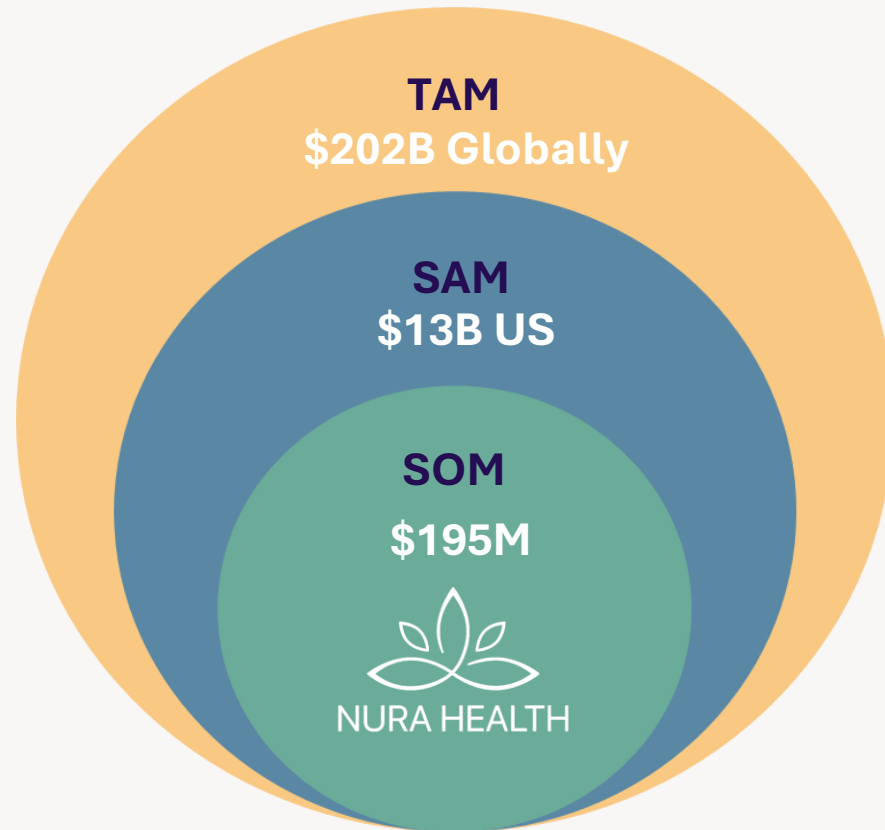
## MARKET POTENTIAL

# ENDOMETRIOSIS MARKET

**Women with chronic pelvic pain / infertility**

**\$800 fertility | \$200 OBGYN/DTC**

**1.5% market penetration**



GO - TO - MARKET

## IHD LAB BEACHHEAD

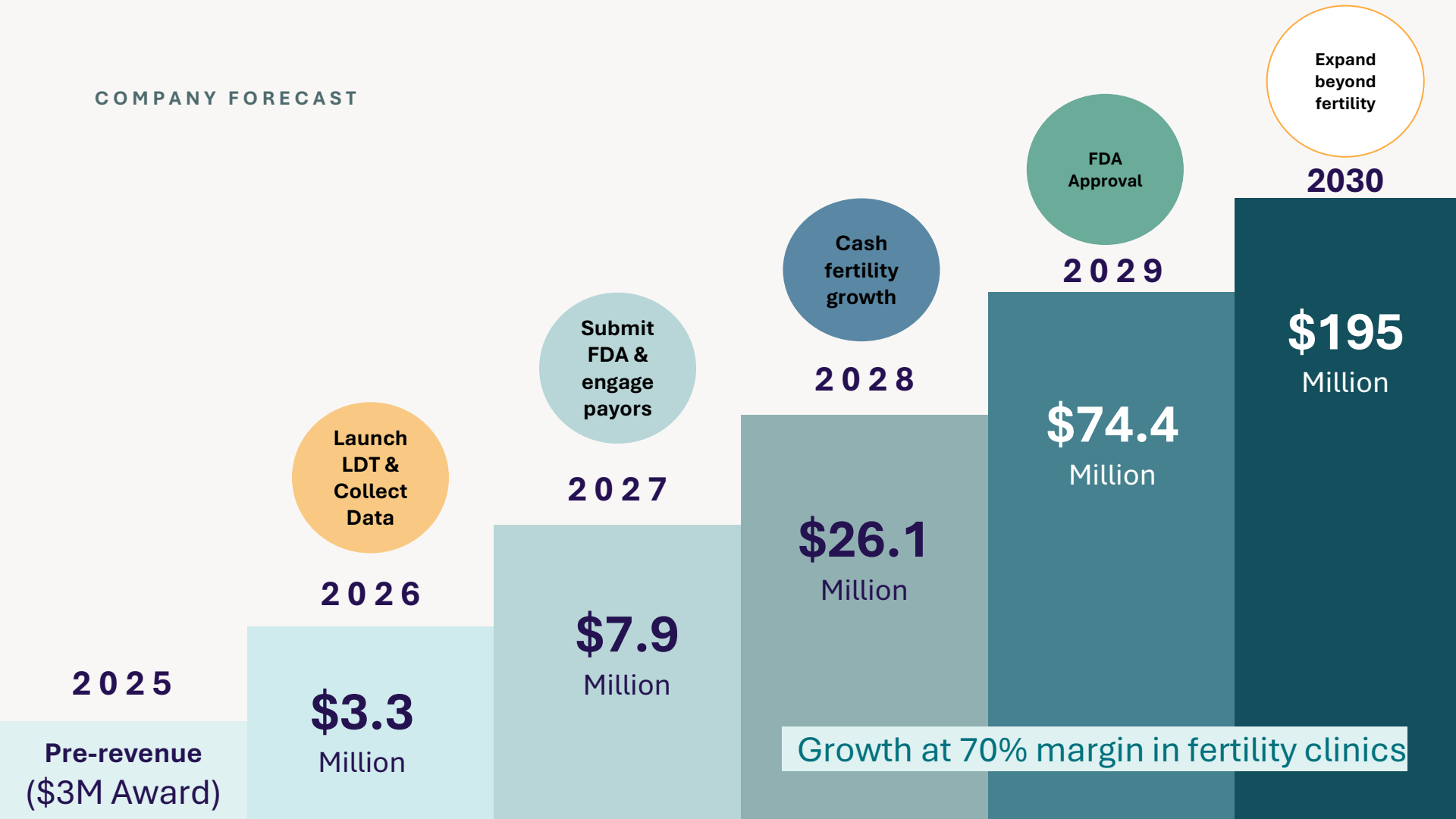
200+ women's/fertility clinics  
*(25% of these = 1.5% of SAM in 5 years)*

Price is a small fraction of the cost for families

25% of clinics utilizing IHD's sales resources



## COMPANY FORECAST





**We're raising a \$3M seed round to match our federal award funds, and searching for partner hospital systems to conduct studies.**

Join us now to transform pain into

**POSSIBILITY**



**Loren McNally**

*loren@getnura.com*



# Pre-launch survey insights: Women with pelvic pain

75%

of women with pelvic pain have been looking for a cause of their **pain for greater than 2 years**.

67%

of women with pelvic pain felt access to a **doctor delayed diagnosis** (due to normalization of symptoms).

91%

of women with pelvic pain **use the internet to search** for information related to their pelvic pain.

77%

of women with pelvic pain would likely make an **online purchase** of an at-home endometriosis blood test.

81%

of women with pelvic pain were **dissatisfied with the time it takes** to obtain an endometriosis diagnosis.

97%

of women with pelvic pain would **use an endometriosis blood test** if available.



# Pre-launch survey insights: Physician Feedback

"A reliable endometriosis blood test would be a great adjunct to my infertility work-up and I would use it as a first line test as part of my IVF protocol."  
- REI physician in San Diego, CA

"A non-invasive endometriosis test would shorten a patient's journey to get pain resolved. The biggest value add is treatment plan acceleration if the blood test is utilized early, and it would drive greater confidence in diagnosis while providing better insight on acuity." - **Gynecologist in Phoenix, AZ**

"Having a blood test available would reduce presumptive diagnoses and positively shift surgical management by decreasing diagnostic laparoscopy and increasing therapeutic laparoscopy. I would expect to see more, younger patients in the OR in the long run." - **Gynecologic Surgeon in Los Angeles, CA**

"This blood test would get patients to into my office faster and fast-track treatment. It will especially expedite the timetable for patients who may be hesitant about treatment and would likely drive more referrals into my office." - **Pain Specialist Physician in Newark, NJ**



## PARTNERSHIPS

**We're proud to have partnerships with some of the best institutions and commercial organizations in the space**

### Clinical Study Academic Partners



### Key Collaborators and Corporate Partnerships



ARPA-H Sprint for  
Women's Health  
Spark Awardee



parallel<sup>18</sup>

FEMOVATE  
by GUIDEA



# COMPETITORS

Solution	Cost	Biomarker type	Access	Comments
Ziwig	€1000	Saliva miRNAs in saliva	DTC Europe	Feedback: saliva is an untested / untrusted source at scale for debilitating chronic conditions
DotLab Afynia Proteomics Intl.	TBD	miRNAs or proteins in blood	Not yet available	Incomplete validation
ReceptivaDx - Cicero Diagnostics	\$2-3K USD	Endometrial biopsy analyzed for BCL6 overexpression	Out-of-pocket costs in-clinic	Biopsy-based, invasive, and expensive due to in-clinic procedure
EndoSure	TBD	Measures myoelectrical activity via abdominal electrodes	In-clinic only (U.K.)	Requires specialized medical equipment with associated increased costs
Surgery	\$10-20K USD	N/A	Often not covered by insurance	Risks, costly, limited access to expert surgeon
<b>Nura - EMMA test</b>	<b>\$799 USD</b>	<b>Multi-omic, Digital clinical phenotyping, Precision treatments</b>	<b>In-clinic initially, then Direct-to-Consumer</b>	<b>Validation study ongoing (ARPA-H funded)</b>

# Nura is supported by a World-Class Team & Renowned Advisory Board

## LABORATORY TEAM



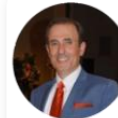
### **Bomy Chung, PhD**

Former McKinsey & Company Life Sciences Leader for 7+ years, with management oversight of strategy & planning for the firm's interdisciplinary health technology and life science verticals. Completed a PhD at MIT within the Langer Lab specialized in nanotechnology.



### **William Biggs, PhD**

Veteran leader & prior Chief Scientist at Amazon, driving development in Life Sciences. Served as Head of R&D and Production at Guardant Health, and Head of Sequencing Operations at Human Longevity, overseeing a team over 4 years that sequenced 40,000 human genomes.



### **Evangelos Hytopoulos, PhD**

Renowned bioinformatics data scientist with broad expertise in clinical genomics & AI/Machine Learning. Prior Head of Biostatistics at Genomic Health and Exact Sciences, leading IVD technical development for the Cologuard test, and cardiac biosensors at iRhythm.

## ADVISORY BOARD



### **Regina Benjamin, MD, MBA**

18th US Surgeon General appointed by President Barack Obama, 1st Chair of the National Prevention Council, and former Chair at the American Medical Association. Serves as CEO/Founder of the Gulf States Health Policy Center and Bayou La Batre Rural Health Clinic.



### **Lesley Northrop, PhD**

Chief Diagnostic Officer at Everly Health with 20+ years of clinical diagnostic & genetics experience in female & reproductive disorders including endometriosis. Former Chief Scientific Officer at Aspira Women's Health and SVP & Lab Director of Genomics at Celmatix.



### **Megan Wasson, DO**

Chair of Dept. of Medical & Surgical Gynecology at the Mayo Clinic. Board-certified minimally invasive gynecologic surgeon and Professor of Ob/Gyn at the Mayo Clinic College of Medicine. Serves on Board of Directors for the Minimally Invasive Gynecologic Surgery (MIGS) Fellowship.



### **Jennifer Pena, MD**

White House Physician for the prior two US Presidential administrations, serving as Primary Physician to the Vice President of the US. Formerly served as the Chief Medical Officer for Nurx, K Health, Vault Health, Measured, and as Medical Director for Oscar Health.



### **Swaroop Aradhya, PhD**

illumina's Global Head of Medical Affairs, prior Chief of Global Medical Affairs at Invitae. Clinical Professor for the Dept. of Pathology at Stanford University. Shaped the reproductive genetics field while serving on the Board of Directors of the American Board of Medical Genetics.



### **Jordan Laser, MD**

Chair of Clinical Lab Improvement Committee for the CDC. Chair of Personalized Healthcare Committee for the College of American Pathologists. Former Chief Laboratory Officer at Everly Health & Medical Director of Pathology and Laboratory Medicine at Northwell Health.