



DIVERSIA
— HEALTH —

Pitch Deck

“Connecting Latinos with Clinical Trials”



The Problem

- Researchers and CROs lose time and money because they struggle to identify and recruit Latino patients.
- Consequence: delays, additional costs, approval risks.
- Current solutions are generic, in English only, and lack cultural fit.



Our Solution

- Diversia enables researchers and CROs to identify and connect with Latin patients quickly, reliably, and in a culturally relevant way.
- Health communication framework + AI.
- 100% effectiveness on KPIs in active campaigns.





Why Now?

- Latinos = 20% of the U.S. population.
- Higher incidence of chronic conditions (diabetes, lupus, cancer).
- Regulators and pharma companies demand greater diversity in clinical trials.



Traction

- 3,000+ registered patients.
- Campaigns with Bristol Myers Squibb and Latin Clinical Trial Center (PR & Florida).
- 100% compliance in awareness and recruitment campaigns.





Market

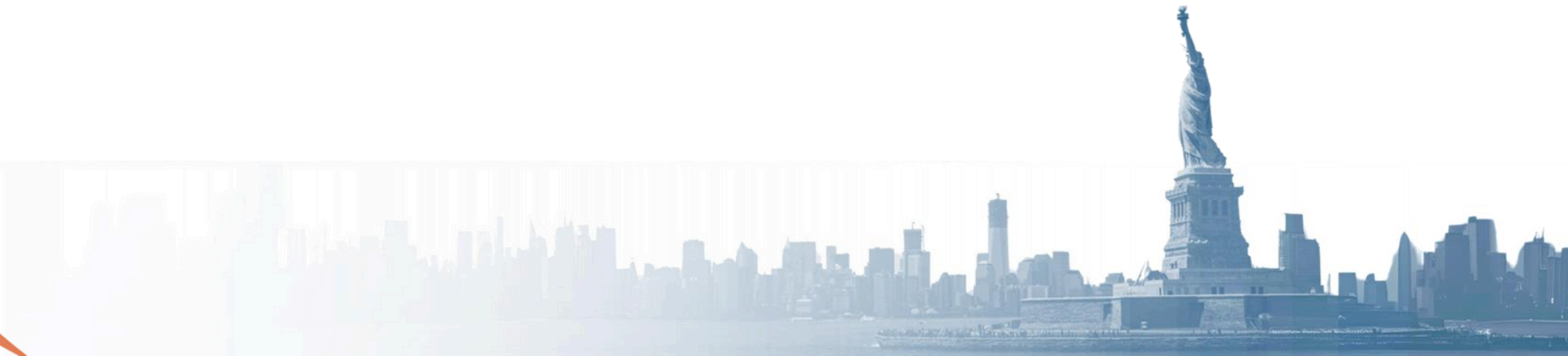
- Global patient recruitment market \approx US\$1.06B in 2025, projected $>$ US\$1.5B by 2030.
- Diversityðnic representationsubmarket:~US\$200–500M/year
- U.S.addressable market(Latinos):~US\$100–250M/year.
- Opportunity: capture 5–10% \rightarrow US\$5–25M annual revenue.





Business Model

- B2B: CROs, pharma companies, universities, research institutions.
- Revenue: per-campaign fee + SaaS (platform access).
- Geographic expansion: PR → Florida → NY → LATAM.



Technology & IP

- Proprietary frameworks + AI for segmentation and engagement.
- API integration for scalability and automation.
- HIPAA, GDPR, FDA compliance.
- Differentiator: Latino cultural fit.





Team

- Founders: expertise in health communication, marketing, AI, and digital design.
- Recognition: managed Emergency Response and health communication during COVID and post-María recovery (Recognized by Puerto Rico Senate).
- Scientific advisory board in progress.

Roadmap

- 2025: API integration + NY expansion.
- 2026: 10,000 active users + 5 pharma clients.
- 2027: LATAM expansion + top-10 CRO partnerships.





Finance & Capital:

- Seeking US\$500K pre-seed.
- Fund allocation:
 - 50% AI + regulatory APIs
 - 30% scientific team & administration
 - 20% commercial expansion
- Goal: become the leading platform for Latino recruitment in clinical trials.



Differentiation: Purpose vs. Business



Our Purpose:

- Reduce health disparities among Latinos.
- Increase Latino participation in clinical trials.
 - Generate real scientific knowledge on treatments within our community.
- Improve quality of life for Latinos in the U.S. and Puerto Rico.

Dual Impact

- Client (researcher / CRO): faster, reliable, cost-effective recruitment.
- Latino patient: greater access to innovative treatments, fair representation, improved health equity.
- Healthcare system: more robust data → better treatments for all.



Vision & Exit

- Vision: become the #1 platform connecting researchers and Latino patients in clinical trials.
- Exit: acquisition by a global CRO, pharma, or multinational healthtech company.
- Social impact: transform health equity for 60M+ Latinos in the U.S.

Our Partnership

Our team combines over **35 years** of experience in **healthcare communications, digital marketing, and patient engagement.**

Ángel Hoyos

CEO, Co-founder



Holds an Investigator Training Certification by the **Puerto Rico Consortium for Clinical Investigation**



Yari Rivas


COO, Co-founder

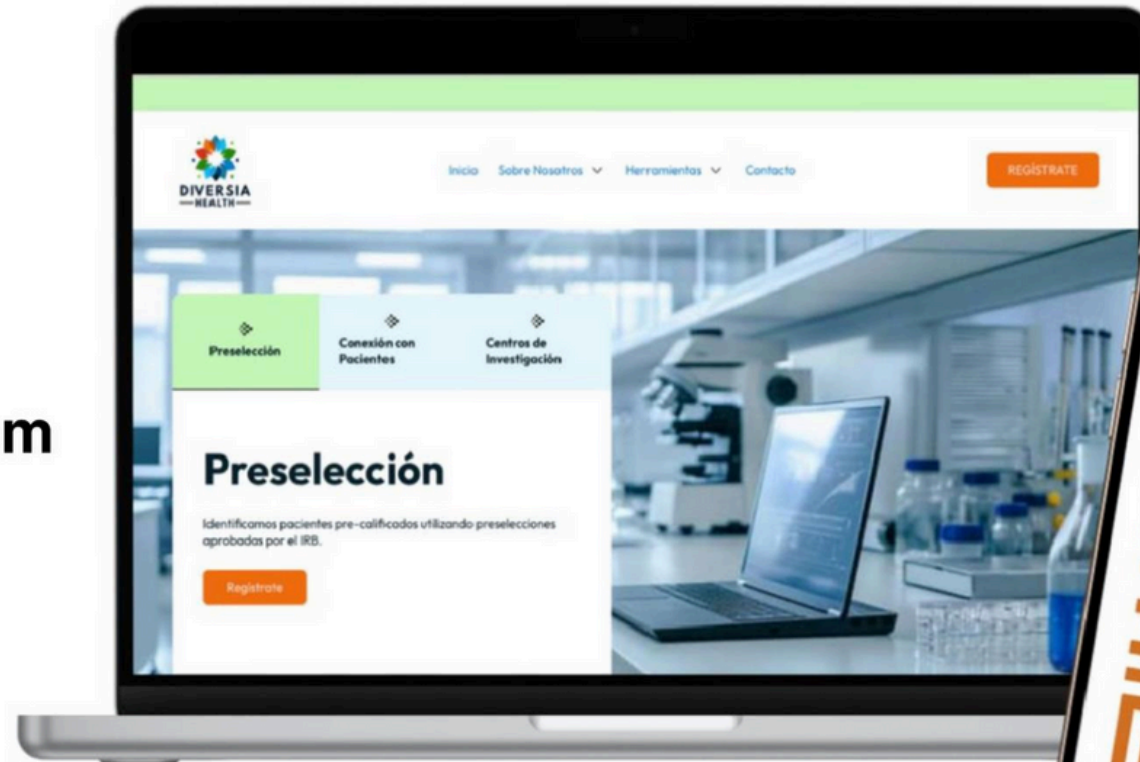




Let's talk!

 info@diversiahealth.com

 (787) 403-7520



 diversiahealth.com