



TURNING RESEARCH INTO ACTION

*Through Knowledge Mobilization and Impact
Measurement*

What is Grey Literature



Various Formats

- Audio
- Visual
- Text
- Slides
- Posters

CASE STUDY- REPRODUCTIVE CARE PROGRAM

Guideline for Assessment of the “Best Estimate” of Gestational Age

- Frustration Around Finding And Sharing Information
- Frustration Around Getting Feedback From Readers
- Frustrations Around Measuring Mobilization To Lobby For More Funds

THE PAIN VALIDATION

Search

- Cannot Find Information Across Shared Drives
- Grey Literature Is Not All On Google
- Disparate Sources- Known Vs Unknown Sources
- Cannot Find New Audiences

Share

- Publishing Biases (Peer Review, Formats, Sunshine etc)
- 24-48 months to publish
- Email Distribution and ListSers

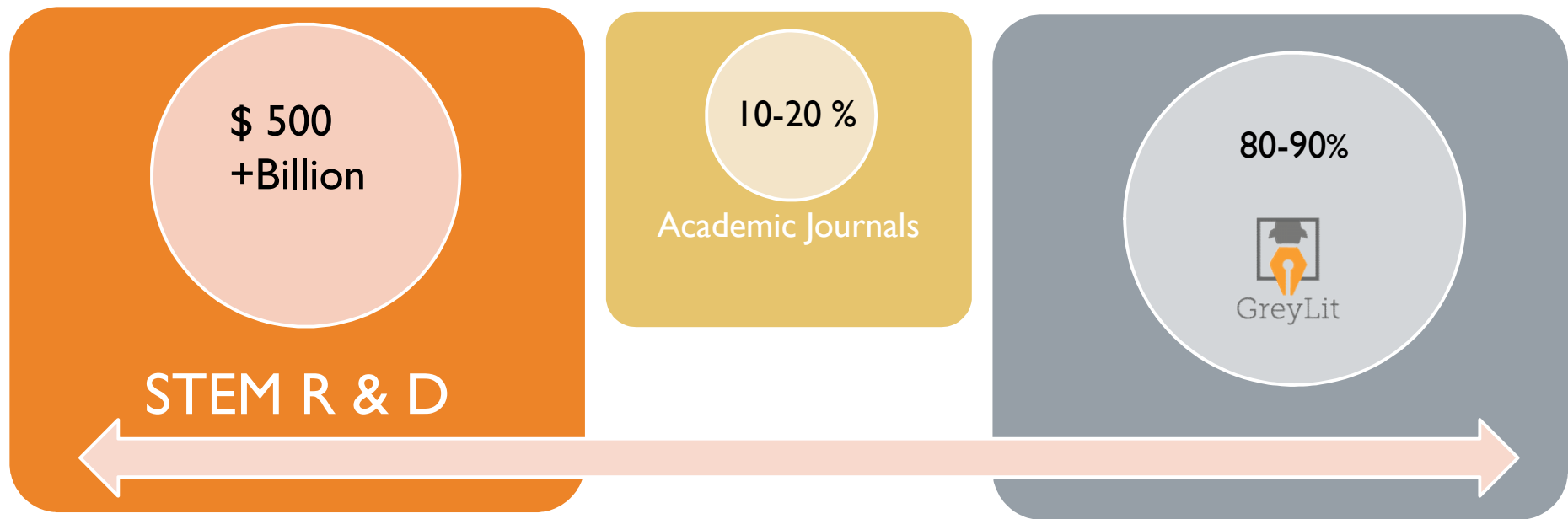
Review

- Funders Require Grey literature to be included
- Proof of Knowledge Mobilization
- No Quality or Impact Scale / No Trusted Review

70 + Customer Validations

- Individuals (Execs, Leaders, Users)
 - Not-For-Profits
 - Government (Fed/Prov/Municipal)
 - Universities
 - Personal and Professional Experience of Team Members
- Businesses & Organizations
 - ACOA, NSBI, BCIP, NRC
 - VCs, Incubators, Accelerators, Pitch Competitions

The Problem By the Numbers





GreyLit's **Knowledge Mobilization Platform™** utilizes AI and Natural Language Processing to measure the impact and mobilization of front-line research and information.

- NLP To Index Grey Literature
- AI To Create An Independent Non-academic Review
- Readership Metrics to Measure Impact

KNOWLEDGE MOBILIZATION PLATFORM

Search

- Internal And Web-Based Repositories
- Communities Of Practice Created Based On Profiles
- Finds New Audiences Via Author - Reader Matching
- A Repository For Published / Unpublished, Retro / Prospective

Share

- No Submission Deadlines, Theme Or Format Restrictions
- Publish Instantly
- Push To A Tracked Global Audience

Review

- GreyLit Search Certificate
- True-Peer review pre/post publication
- Standardized Feedback
- Readership Analytics for every article*
- Objective AI Impact Score for every article*

Products



- Website Search Enhancement Tool
- Text Extraction & Indexing
- Full Knowledge Mobilization Platform incl Website Search Tool
- Ready-Made Conference Software



RESEARCH FOCUS - TAM

INITIAL VERTICAL FOCUS

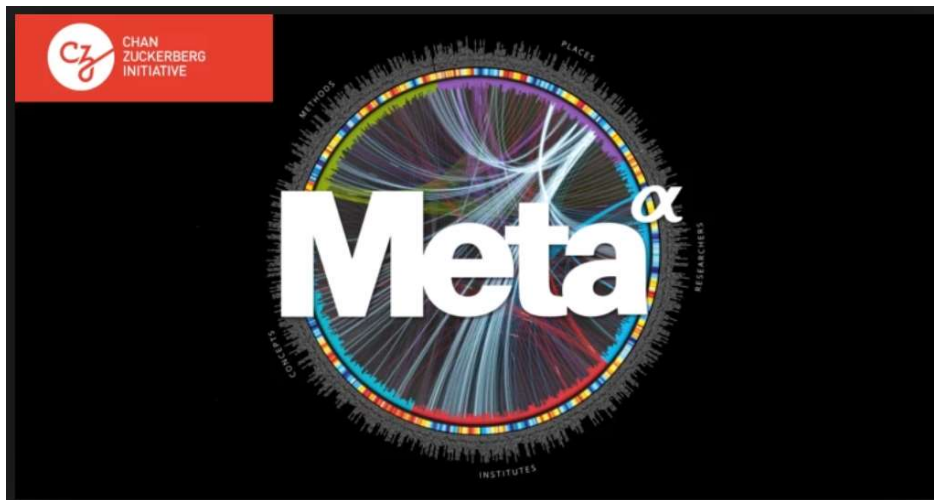
- CHILD & MATERNAL HEALTH
- PUBLIC HEALTH

Health Research \$	USD
Canada	741 M +
Europe	90 Billion
United States	171 Billion

This market represents one of dozens that produces grey literature that needs to be mobilized !



EMERGING TRENDS



- After raising \$7.5M, Meta has been recently acquired by Chang Zuckerberg for what is believed to be a 10x exit.
- Open Access Moving from Open Data to Open Information
- Mis-information pandemic

TEAM

- **Cora Cole**, Epidemiologist, GreyLit Founder & CEO
 - **Dr. Evan Steeg** AI Architect/CSO
- **Guarav Rao** Lead Developer (PhD. Candidate)
 - **Vishal Dagar** Developer



GreyLit

ASK

- **Advice to Scale**
- **Investment to**
 - **Build digital marketing engine, accelerate sales**
 - **Maintain Platform, onboard new content and users**
 - **Maintain Essential Staff +1 Marketing / Sales Coordinator**
 - **Leverage other funding opportunities**
- **Exit: Position GreyLit as attractive target for M&A / roll-up**

DEMO Can Be Provided On Demand



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