RYLTI™

From AI Analytics Innovation to Market Expansion, Commercial Infrastructure to Growth

THE CLIENT

RYLTI

AI analytics and knowledge-engineering company founded in 2018, originally established in music-tech royalty data matching.

THE COMMERCIALIZATION MANDATE

Translate powerful AI analytics into a credible corporate story, vertical-market opportunity, sales enablement, investor readiness and commercial growth.

THE STARTING POINT

GI began working with RYLTI very early—before the launch of the new RYAILITI business. RYLTI had developed a powerful AI analytics engine through its royalty-data matching work and recognized that the underlying technology could reveal complex patterns and relationships in other data-rich markets.

The commercialization challenge was broad: define the new business, create a differentiated identity and story, establish credibility in new vertical markets, position the company for Series A funding, equip sales, build prospect intelligence and create the infrastructure for sustained market development.

THE GI INSIGHT

> **The work could not be treated as a series of marketing projects.**
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> GI needed to build the commercial system around the technology—starting with identity and positioning, then carrying that strategy through launch, market development, investor positioning, sales enablement, prospect intelligence and ongoing growth.

THE FIRST MOVE: CREATE THE NEW BUSINESS IDENTITY

GI researched and developed the new company and product name, RYAILITI. GI also secured the highly valuable www.ryailiti.com domain, developed the brand identity and logo, created the tagline Delivering Real-World Evidence, and developed the website and launch program. Securing the .com established a credible digital home and distinct market identity for the new business.

Putting the Strategy Into the Market

GI then carried the identity and positioning into the market through the RKE product debut at a major medical research conference and trade show. The broader program included the website, vertical Market Briefs, company and product presentations, videos, research and white papers, and public relations—creating the content foundation needed to educate the market and support sales conversations.

As the company evolved, GI connected that market story to executives, prospects, partners, distributors, investors and sales teams.

EARLY COMMERCIALIZATION RESULT

RYAILITI launched with a distinct identity, digital home and market story designed to open new vertical opportunities beyond RYLTI's original music-tech market.

BUILDING THE COMMERCIAL SYSTEM

From Market Identity to Commercial Infrastructure

The early branding and launch work evolved into a broader commercialization program. GI built the tools and systems required to carry one complex technology story into executive conversations, vertical markets, sales engagements, investor conversations and targeted prospect development.

01	IDENTITY	Name the company and product, secure the .com, establish the brand and create the digital home.
02	MARKET STORY	Create the corporate narrative, executive presentation and script that explain the technology and business value.
03	VERTICAL RELEVANCE	Translate the platform into credible use cases, tools and stories for targeted industries and functions.
04	INVESTOR POSITIONING	Position the company and opportunity for Series A conversations through sharper story, market opportunity and executive materials.
05	SALES ENABLEMENT	Equip the commercial team with the Sales Guide, prospect presentation and supporting content.
06	PROSPECT INTELLIGENCE	Build the Master Prospect List, Genomics targeting, IDMA outreach and supporting commercial data infrastructure.

Scaling the Market Presence

GI built the broader market presence around RYLTI through the corporate executive presentation and script, vertical-market tools, sales-support materials, prospect presentation, website and content, public relations, research and white papers.

The program also strengthened the company’s readiness for its next stage of growth, including Series A funding conversations.

COMMERCIALIZATION IN PRACTICE Corporate story • Vertical tools • Sales enablement • Series A positioning • Prospect intelligence

THE BUSINESS IMPACT

Commercialization That Builds an Engine, Not Just Awareness

The strength of the RYLTI engagement is the progression from early-stage identity and market entry to a connected commercialization infrastructure. GI helped establish the company story, create market credibility, develop vertical-market relevance, position the company for Series A funding, equip sales, build prospect intelligence and put repeatable outreach processes in place.

MARKET CREDIBILITY

GI secured a Life Sciences Magazine cover story profiling RYAILITI and its CEO, followed the next year by securing the Life Sciences Magazine Biomimetic AI Product of the Year Award.

RESEARCH VALIDATION

GI secured placement of research papers on the use of the RKE platform in Endometriosis research and Rheumatoid Arthritis research.

75+ PRESS PICKUPS

GI secured more than 75 press pickups and feature articles for the AI startup in just a couple of years.

ROBUST CUSTOMER & PROSPECT PIPELINE

The original case study reports that RYAILITI developed a robust customer base and prospect pipeline and subsequently secured new investor funding.

COMMERCIAL INFRASTRUCTURE

The RYAILITI team continues to benefit from the marketing infrastructure and deliverables GI established and trained them to maintain.

REPEATABLE GROWTH SYSTEM

The combined corporate story, vertical-market tools, sales enablement, investor positioning, prospect intelligence and outreach create a system that can be reused as RYLTI enters new markets and develops new opportunities.

IDENTITY → MARKET STORY → VERTICAL RELEVANCE → SERIES A POSITIONING → SALES ENABLEMENT → PROSPECT INTELLIGENCE → COMMERCIAL GROWTH

Golden Impressions | Strategy. Message. Impact.