

CLIENT PERSPECTIVE

RYAILITI, a wholly owned subsidiary of RYLT

Peter Fiorillo, CEO

“We’ve worked with GI since 2022 when they created our company name, identity, website, plus highly effective marketing and sales programs.

We’ve followed a growth trajectory that is unmatched in the AI startup world, and I credit much of that to the efforts and creativity of GI.

Our successful penetration of the BioPharma, Energy, Agriculture, and Logistics sectors was made possible by the IDMA outreach that GI established and maintained.

I highly recommend GI for launching and growing AI startups!”



The challenge

Founded in 2018, RYLT is the leading global music-tech innovator of royalty data matching solutions, empowering the entertainment industry with innovative ways to match, verify, enhance, correct, share, and track royalty data.

RYLT soon realized they had an AI analytics engine that could be applied to other markets where revealing complex patterns and relationships in data from diverse sources is critical. After a few years, RYLT decided to launch a company to address the BioPharma and Energy markets. RYLT retained GI as the Fractional CMO to help establish this new business entity.

Our solution

GI stepped in initially, researching and developing a new company name, securing a .com URL, plus creating the branding strategy, including the logo and tagline, website content and design, and orchestrating the new company launch.

Since this new venture was an AI innovator and to establish a relationship to the parent company, RYLT, GI proposed several naming options and conventions, with RYLT selecting RYAILITI in the end, to convey the concept of revealing Real World Evidence during research and discovery.

GI created the tagline, Delivering Real World Evidence, and we designed the logo to have a visual identity complementary to the parent company. GI searched and secured the www.RYAILITI.com URL and ensured first usage TM protection. GI also designed and maintained the company’s LinkedIn page concurrently with



orchestrating RYAILITI's highly successful product debut of the RYAILITI Knowledge Engineering platform (RKE) at a major medical research conference and trade show.

While following our holistic branding methodology, we designed and developed the Company's website content, creating and posting elements like vertical Market Briefs, company and product presentations, and videos, plus research and white papers.

After only a year, GI secured the Life Sciences Magazine Cover story profiling the company and its CEO and later the following year, we submitted RYAILITI and secured the Life Sciences Magazine Biomimetic AI Product of the Year Award. Later that year and early in the next, GI secured the placement of two research papers, one on the use of the RKE platform in Endometriosis research, followed by a research paper on the same topic for Rheumatoid Arthritis. To date, GI has secured over 75 press pickups and feature articles for this AI startup in just a couple of years.

GI continued our CMO assignment, establishing an outreach system for the sales team following the IDMA (Integrated Direct Market Approach), leveraging LinkedIn for a highly lucrative lead generation program, while setting up the CRM system and processes.

The result

To date, RYAILITI enjoys a robust customer base and prospect pipeline and has just secured new investor funding, thanks in part to GI's robust marketing and sales programs. The RYAILITI team continues to reap the benefits of the marketing infrastructure and deliverables we established and trained them to maintain.