

Ariadne

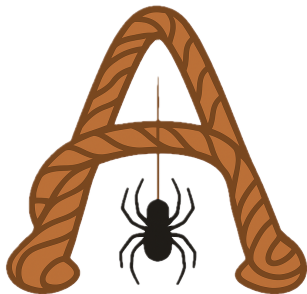
Improving Adherence To Treatment for Opioid Use Disorder
Through Personalized Digital Support

Michael Chary, MD PhD
Founder

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Weill Cornell
Medicine



In One Slide

Ariadne is a digital health company that **increases long-term adherence to buprenorphine**, a highly effective treatment for opioid use disorder.

- **Problem:** 60% of patients stop buprenorphine within 6 months because of intolerable symptoms \Rightarrow increasing relapses, ER visits, and fatal overdoses.
- **Solution** Personalized plans to increase adherence
- **Model:** vanilla version D2C, full version to clinicians and payers
- **Traction:** Prototype; Positive reaction from focus groups.

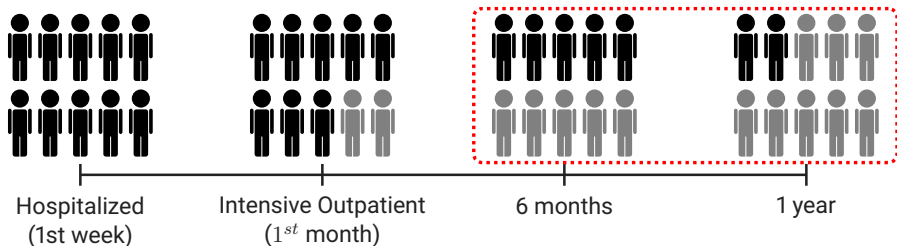
Ask:

- **Mentorship, Entrepreneurial Skills** prototype \Rightarrow MVP \Rightarrow first 100 paying customers.
- **Community**



3 out of 5 people stop buprenorphine after 6 months

Retention is the missing part in treating opioid use disorder.



- People stop because of untreated side effects, like insomnia or burning pain

When they stop:

- Relapse, overdose risk increases
- ER visits increase
- Annual cost per patient increases by \$2,700–\$3,800



We need to treat symptoms preventing adherence

Gap in knowledge:

- Symptoms at 6 months understudied.
- No standard of care.

Patients discover remedies through self-experimentation
Data that are useful but need curation

Opportunity

- Vast amount of real-world patient experience exists, valuable but difficult to operationalize

Ariadne turns this data into actionable guidance



Solution: Ariadne

A Digital Platform Presenting Crowdsourced Remedies



Ariadne

[Symptom Solver](#)

[How It Works](#)

[Team](#)

[Partner With Us](#)

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We Help You Keep Taking Buprenorphine

- 3 out of 5 people who start buprenorphine treatment stop within 6 months, in part due to unmanaged symptoms.
- Ariadne identifies strategies that helped others in your situation stay on treatment.
- We suggest how to address *your* symptoms and how to describe them to clinicians.

[Try our Symptom Solver \(Demo\)](#)

[Create Free Account](#)



Enter symptoms, Receive evidence-filtered guidance

Type in Symptoms
With Clinical or Everyday Language



Symptom Solver How It Works Team **Partner With Us**

Login Sign Up

What symptom are you having?

leg zaps

Canonical: **paresthesia** pins and needles cramps myalgias numbness
body aches sweats nausea tingling leg zaps depression queasy

Remedies

People report trying these approaches for chronic symptoms during buprenorphine treatment.
For demonstration. Not medical advice.

magnesium

Evidence: **Anecdotal**
45% reported benefit
Nausea also reported

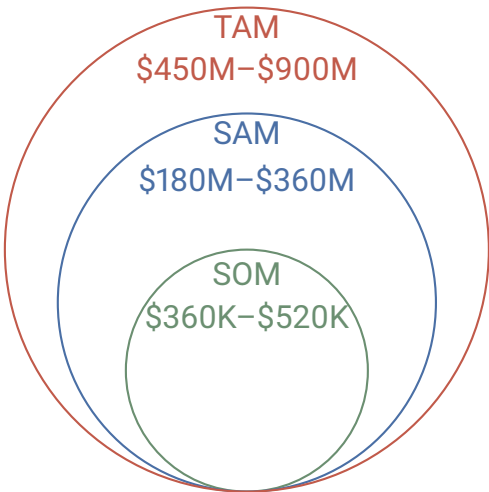
- Name of Remedy
- Source of Evidence
- Notes on Usage

heavy blanket

Evidence: **Anecdotal**
30% reported benefit
Provides calming pressure



Market



1.5 million ppl prescribed buprenorphine for OUD¹ × \$30-60/month²

50% still on buprenorphine at 6 months³, 80% of whom willing to use tech⁴

NY Beachhead	
Westchester	≈ 4,000
Sullivan	≈ 1,000

¹ SAMSHA, DEA; ² CMS, CCHP, State Medicaid Schedules ³ Lin et al. (2020); Krawczyk et al. (2021); ⁴ Pew Research Center (2023), Tofighi et al. (2019), Sarker et al. (2020); Phase 1: NYS Opioid Data Dashboard.



Business Model

Primary Revenue: \$30/user/month subscription

Assumptions:

- 6-month user retention
- Variable cost \$3/user/month
- 90% contribution margin

Secondary Revenue

- Clinic licensing
- Potential payer partnerships



Traction: Patients and clinicians are willing to adopt

Live prototype

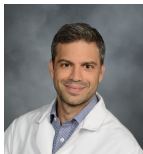
Focus groups with **patients and clinicians** demonstrate strong interest and willingness to adopt

Clinicians value transparency and educational utility

Public users value non-prescription, correcting “myths”, and identifying non-prescription treatments.



The Team



Michael Chary, MD PhD

Founder
Toxicologist, ER
Physician

Assistant Professor,
Weill Cornell

30+ publications,
funded by foundations,
NIH, FDA



Alex Fortenko, MD

ER Physician
Customer Engagement

Assistant Professor,
Weill Cornell

Director of Clinical
Innovation, Hospital at
Home



Ben Sprouse, MBA

Business Development

3rd year medical
student

Founder of PsychGigs,
Divinia

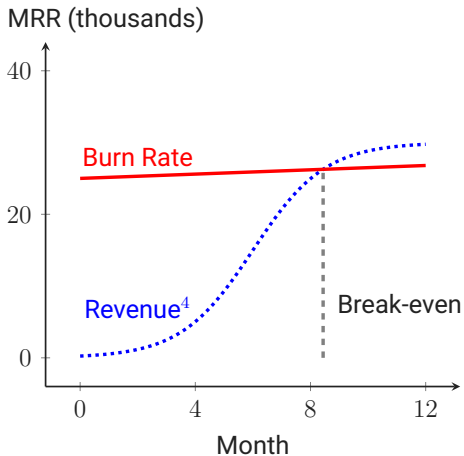
Advisors:

- Gregory Ray, PhD, Professor of Entrepreneurship, Cornell
- Joseph Habboushe, MD, Founder, MDCalc



Break-even with 956 Users

0.01 % of TAM, 8 % of SOM, 25% of Westchester Mkt



Could break even with individual subscriptions In Westchester

Assumptions:

Sales of \$30/user^{1,2}

CAC \$ 140 – 310

Retention, 6 months³

Fixed costs, \$25k/month

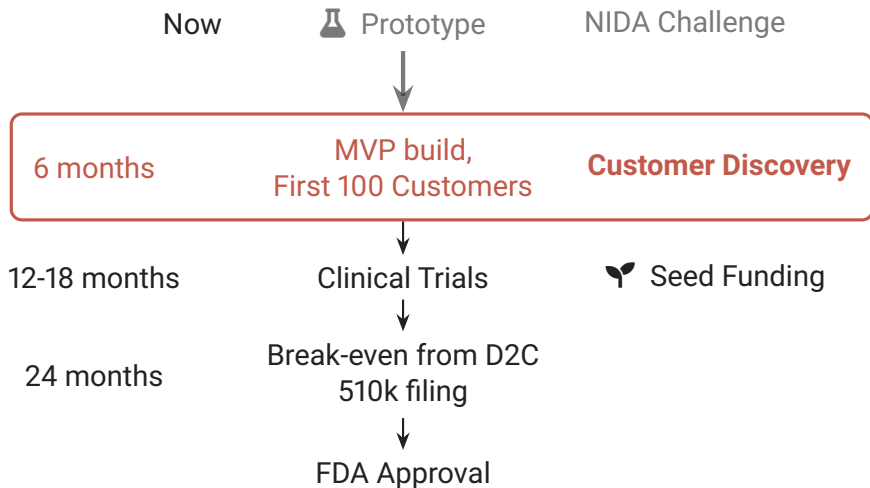
Variable costs, \$3/user-month

Contribution margin, \$27 (90%)


Sources: ¹ CMS; ² McKinsey; ³ Ganetsky et al., 2025. ⁴ Nonlinear adoption with average of 40 new users per month (Pearson et al., 2023), ⁵ NYS DOH.



Ariadne's Path to Market



Competitive Landscape

	Ariadne	Ophelia	Boulder Care	reSET-O	Usual Care
Herbal, Dietary Supplements	✓				
Extra-Opioid Symptoms	✓				✓
Updates	✓				✓
EMR Integration					✓
Licensed					
Counseling			✓	✓	✓
Clinician Portal	✓	✓	✓	✓	✓

Ariadne doesn't compete with the standard of care. It makes it more attainable.



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Further Detail

Ariadne, the Technology

From Unstructured Narratives to Reproducible, Symptom-Specific Guidance

Online Narratives

- Real-World Data
- Unstructured, Noisy, Voluminous

fatigue nausea
 magnesium
 insomnia leg zaps
anxiety silver
 bupe

Natural Language Processing

- Standardize text
- Extract relationships



buprenorphine → paresthesias → magnesium
buprenorphine → paresthesias → silver
buprenorphine → paresthesias → heavy blanket
 magnesium → nausea



Our Differentiator

Keep only consistent relationships
not contradicted by research

buprenorphine → paresthesias → magnesium
~~buprenorphine → paresthesias → silver~~
buprenorphine → paresthesias → heavy blanket
 magnesium → nausea

IP: Copyright, Trade Secrets, Unique Dataset

Variable Costs

Item	Range	Detail
Storage	\$ 0.50	Web Server (Heroku), DB (Postgres)
NLP	\$ 0.10 to \$ 0.40	LLM processing of text
Analytics	\$ 0.20 - \$ 0.50	Logging, PostHog
Payment Pro- cessing	\$1.15	Assuming 2.9 % pf \$30 + \$0.30 per trans- action
Total	\$ 1.95 to \$ 2.65	