



July 2, 2025

To Whom It May Concern,

I write in my capacity as Founder and Chief Executive Officer of **Avalyra, Inc.**, a Delaware C-corporation headquartered in Chicago, spun out of decades of Syracuse University-developed intellectual property.

Against this backdrop, I offer my strongest recommendation for **IPVectors.com**, whose patent analytics platform—powered by The Lens corpus—has become mission-critical to Avalyra’s freedom-to-operate assessments, whitespace mapping, and competitor surveillance.

Why IPVectors Matters to Avalyra:

Precision Classification at CPC/IPC Granularity

Avalyra’s core technology spans multiple verticals: dialysis, battlefield trauma, and maternal health. Off-the-shelf tools typically lump these under broad A61B headings. In contrast, IPVectors’ team developed a bespoke multi-label classifier that surfaces only the subclasses relevant to optical hematologic monitoring. The result was a dataset delivered in a fraction of the time, with unprecedented convergence and prioritization around truly material references—fundamentally reshaping our competitive landscape strategy.

Early-Warning Competitive Radar

IPVectors enabled us to identify and categorize emerging entrants early, prompting not only a reorientation of our forward-looking IP strategy, but also the development of risk mitigation and competitor-blocking tactics that will prove vital in our upcoming funding round.

Investor-Grade IP Analytics

As we prepare for our first institutional raise, our diligence materials now include competitor heat maps, blocking risk assessments, and landscape visualizations across multiple market segments—each linked to our TRL-5 validation and our \$7.5–\$10M IP re-creation value. These investor-grade insights were drawn directly from IPVectors’ patent reports.

Please consider this letter a full-throated endorsement of IPVectors.com. Should you require further insight or context, I welcome you to reach out directly.

Kind regards,

Laura K. Orthwein

Founder & CEO, Avalyra, Inc.
email: laura.orthwein@avalyra.com