
Radical rebirth for Opyl as focus switches from user-generated content to health and life sciences

By **DAVID SWAN**, TECHNOLOGY EDITOR

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ASX-listed small cap tech company Opyl has completed its rebrand from ShareRoot, a process its CEO Michelle Gallaher said was a difficult but necessary pivot from data privacy to health tech.

Speaking to The Australian, Ms Gallaher said the rebrand to Opyl was the outcome of a board decision to completely shift the company's objectives.

ShareRoot was first born out of a California garage in 2013, with a goal of helping brands advertise on social media site Pinterest. It then shifted its focus to a platform that manages user-generated content (UGC) — as well as legal rights management.

Following a board spill and management shake-up, it has now shifted again ... to working on technology to support the health and life sciences sector.

“The review conducted by the new leadership team determined that applying the technology development and service skills to the global health and life sciences sector would deliver a far larger growth opportunity for the company and therefore a better return for shareholders,” she said.

ShareRoot acquired health sciences marketing agency The Social Science in 2018, and Ms Gallaher said that business represented about 85 per cent of revenue generated for ShareRoot. Ms Gallaher was previously managing director of The Social Science.

“It was an intensifying area within the business that could deliver on its promise and already had a market leading position that could be optimised,” she said. “I fundamentally believe any business with a sharp strategic focus is more likely to hit its target, and it’s far easier to tell the story to investors and clients.

“Opyl has also been building a business model with multiple revenue streams and growth opportunities that don’t depend on one relationship or one technology link.”

Ms Gallaher said rebranding a listed company was no easy task, requiring approval from shareholders and regulators.

“It can be expensive and risky,” she said. “We were in a fortunate position in knowing that we would likely receive shareholder approval, as the feedback indicated ShareRoot was a brand name that needed a shake-up.

“We work with global clients in health and life sciences that are highly skilled in marketing and brand development, so we needed to be sophisticated in our execution of the new brand.

“The brand is a fundamental tool in being able to tell the company story ... and we have a great story to tell.”

Opyl’s share price is hovering at around 10c but Ms Gallaher is confident the company is gaining some momentum. It has landed a two-year collaboration agreement with UK medical communications outfit huuman, which has some global biopharma clients.

“We have also now successfully completed the first critical proof-of-concept stage of development of a machine learning-based software interface which can predict the likelihood of a clinical trial being successful,” she said.

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David Swan is Technology Editor for The Australian. With deep experience across start-ups, business and tech David is uniquely positioned to cover Australia’s fast-growing technology ecosystem and how it’s chan... [Read more](#)

