

GI 2.0

WHAT EVERY GASTROENTEROLOGIST NEEDS TO KNOW BEFORE 2030



BY
PRAVEEN SUTHRUM

SCOPE • FORWARD
STAY RELEVANT IN A RAPIDLY CHANGING GI WORLD

PRIVATE EQUITY IN
GASTROENTEROLOGY
NAVIGATING THE NEXT WAVE

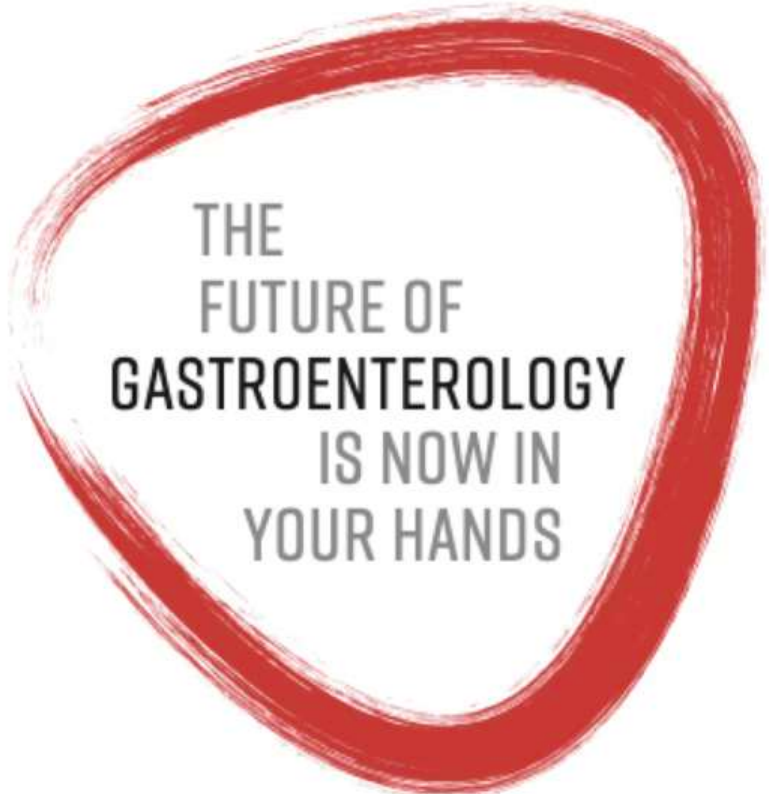


PLUS:
INTERVIEWS WITH
GASTROENTEROLOGY
LEADERS AND
INDUSTRY
INSIDERS

PRAVEEN SUTHRUM

Next Services

SCOPE
FORWARD



PRAVEEN SUTHRUM

AUTHOR OF PRIVATE EQUITY IN GASTROENTEROLOGY

THE
SHIFT

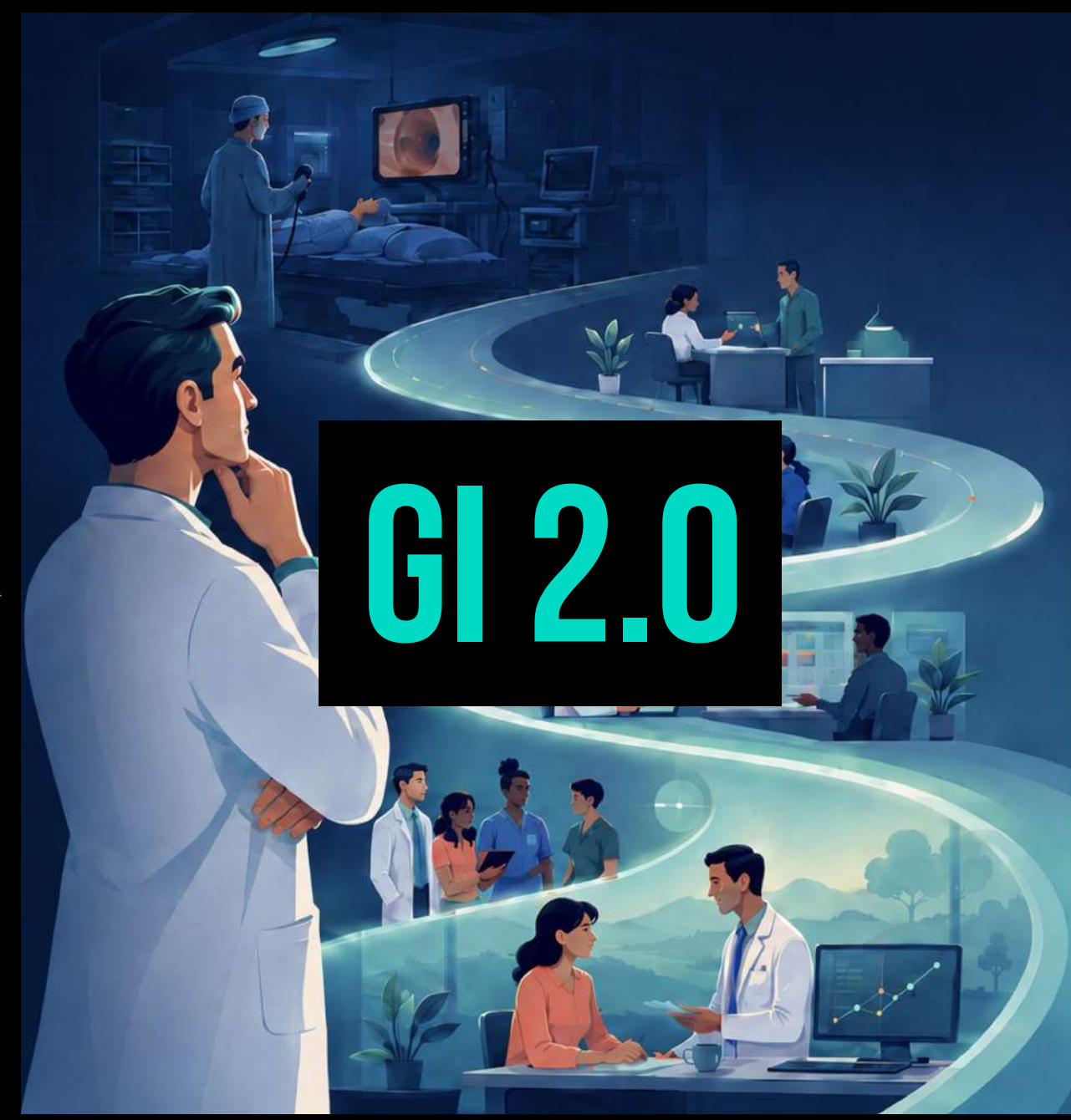
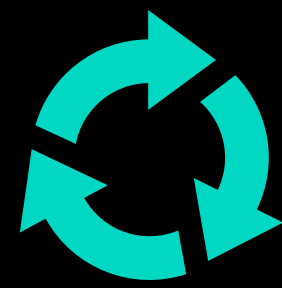


HOW DIGITAL INNOVATION IS
IRREVERSIBLY TRANSFORMING
GASTROENTEROLOGY AND HEALTHCARE

PRAVEEN SUTHRUM

AUTHOR OF SCOPE FORWARD AND
PRIVATE EQUITY IN GASTROENTEROLOGY

Includes 30+
interviews with
trailblazers



Next Services

SCOPE • FORWARD
STAY RELEVANT IN A RAPIDLY CHANGING GI WORLD



CIRCA 2012

SLATE

News & PoliticsCultureTechnologyBusiness

✖ WON'T BE MISTAKEN FOR GENERATIVE SLOP

TECHNOLOGY

Driving in Circles

The autonomous Google car may never actually happen.

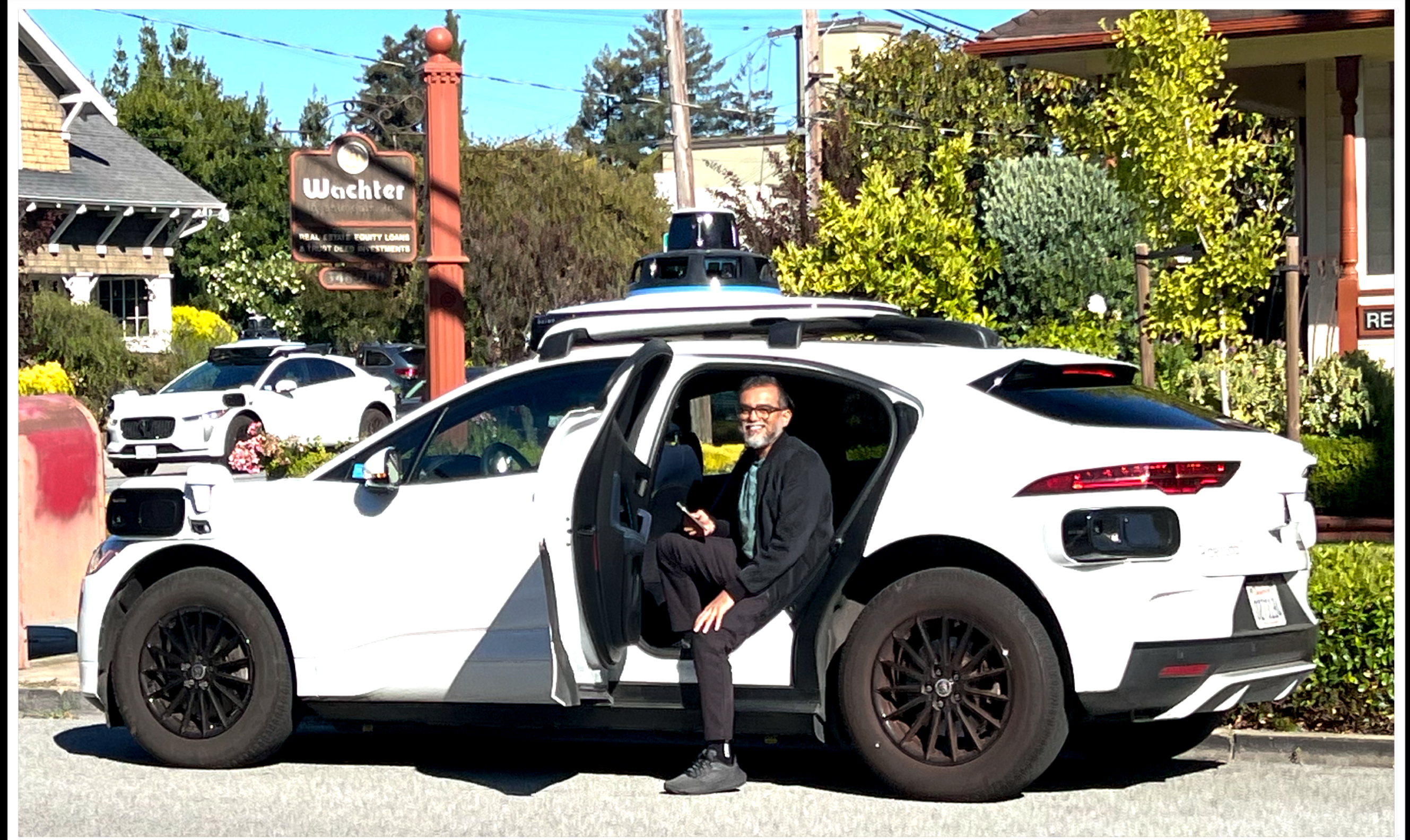
BY LEE GOMES OCT 21, 2014 • 11:44 PM

A photograph of a blue Google Prius driving on a city street. The car has the Google logo on its side. It is driving on a wet street with buildings and a pedestrian in the background.

CIRCA 2014



CIRCA 2012



CIRCA 2025

LIDAR: THE EYES OF THE SELF-DRIVING CAR

Velodyne HDL-64E LIDAR (1)



Cost: \$75,000

Range: 120 meters

Field of view: 360° horizontal, 26.9° vertical

6th gen in-house LIDARs (4)



Cost: \$200-\$500

Range: 500 meters

Field of view: Overlapping, all around

If Waymo cars are Level 4 automation, what does it take to be a Level 5?

Waymo reaches 100M fully autonomous miles across all deployments

By Brianna Wessling | July 18, 2025

Waymo to launch driverless rides in Germany in 2027, entering third market outside U.S.

Waymo says it reached 10 million robotaxi trips, doubling in five months

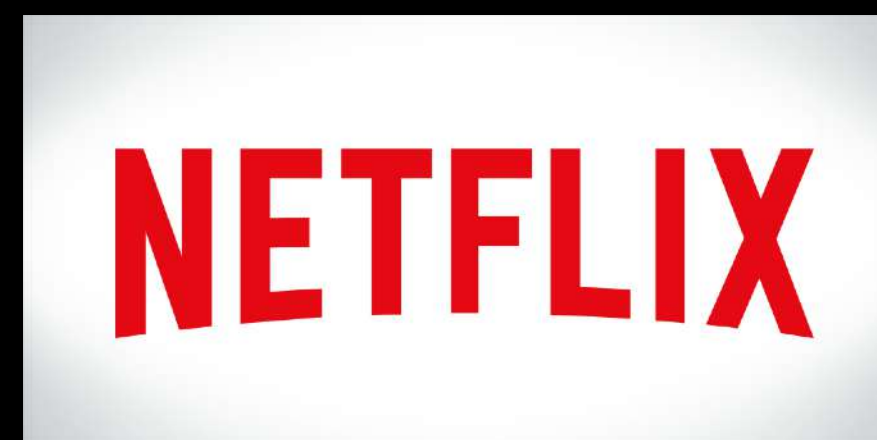
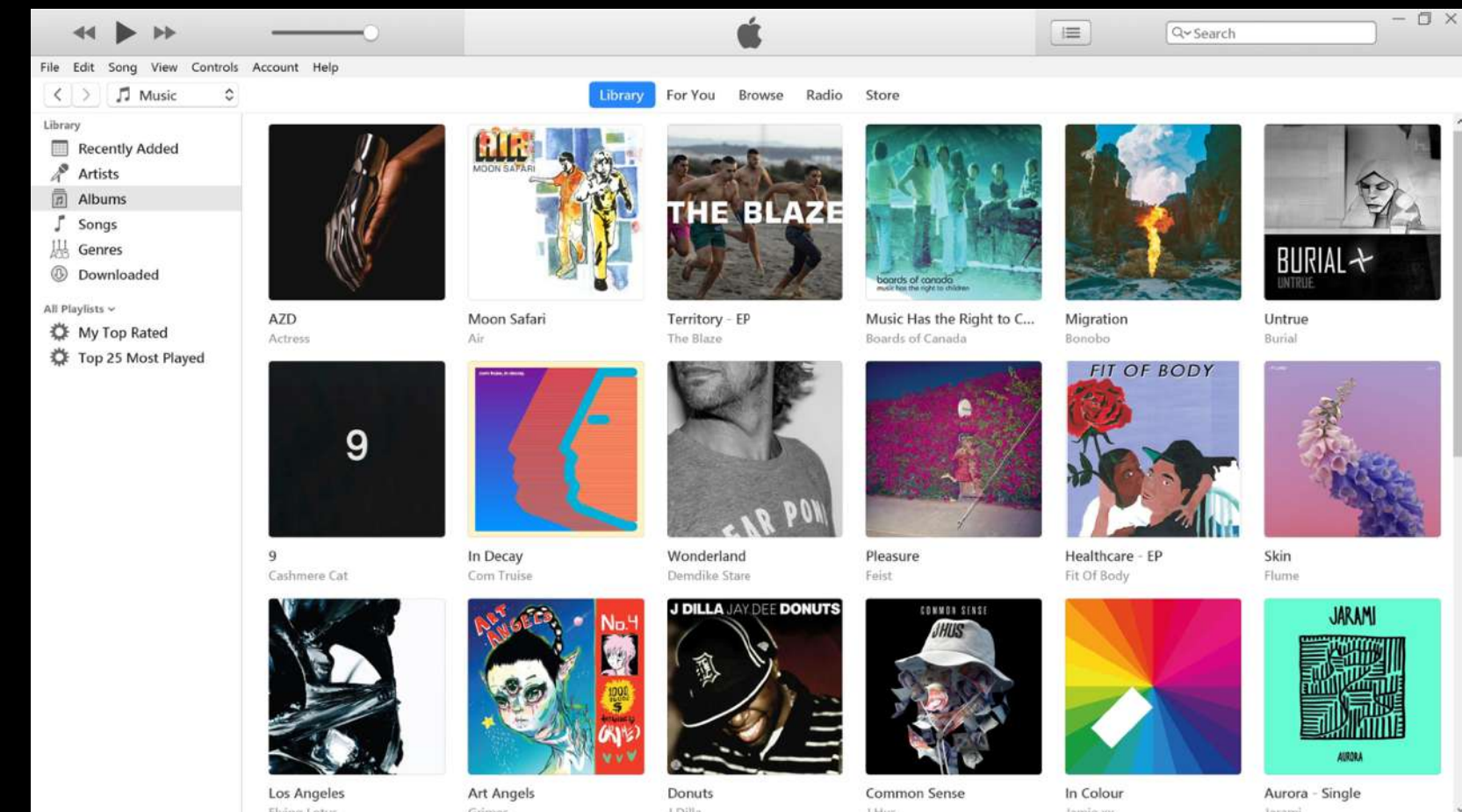
PUBLISHED TUE, MAY 20 2025 5:48 PM EDT





Over 200 million fully autonomous miles wrapped and millions to go! ✨
A huge thank you to our riders for helping us make roads safer for all.



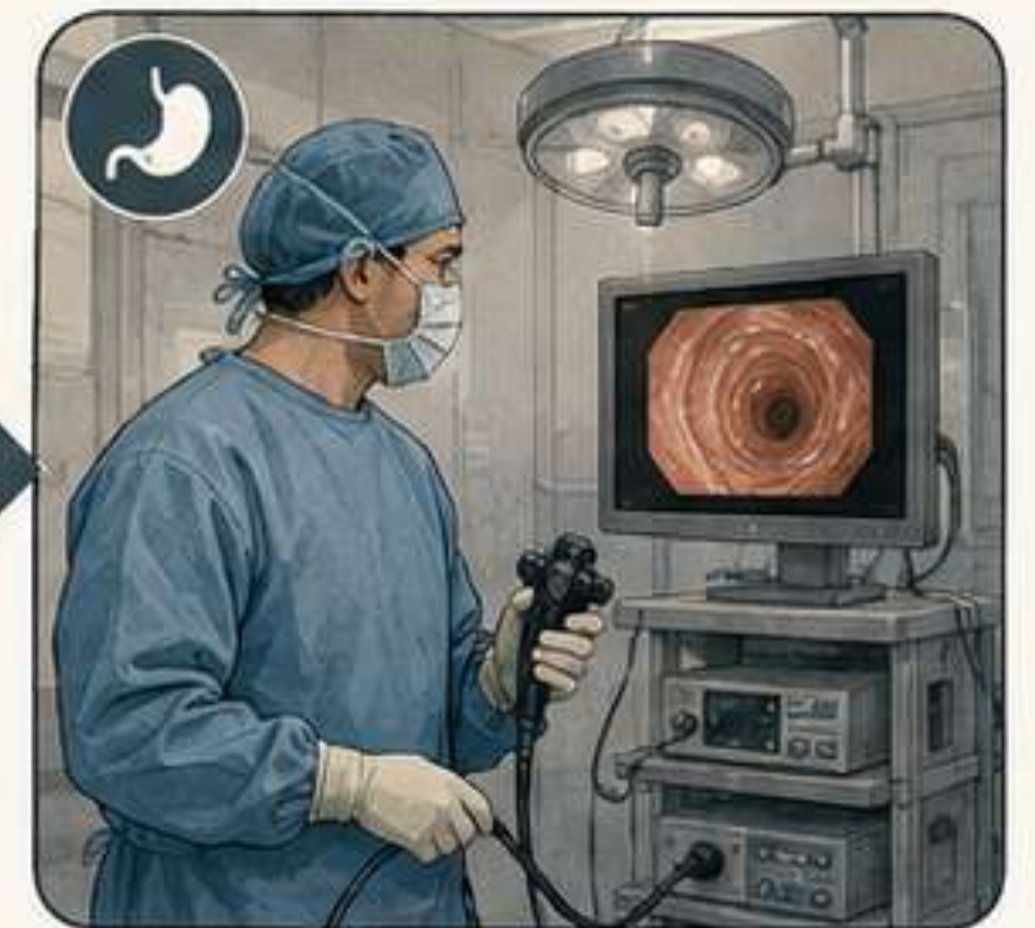
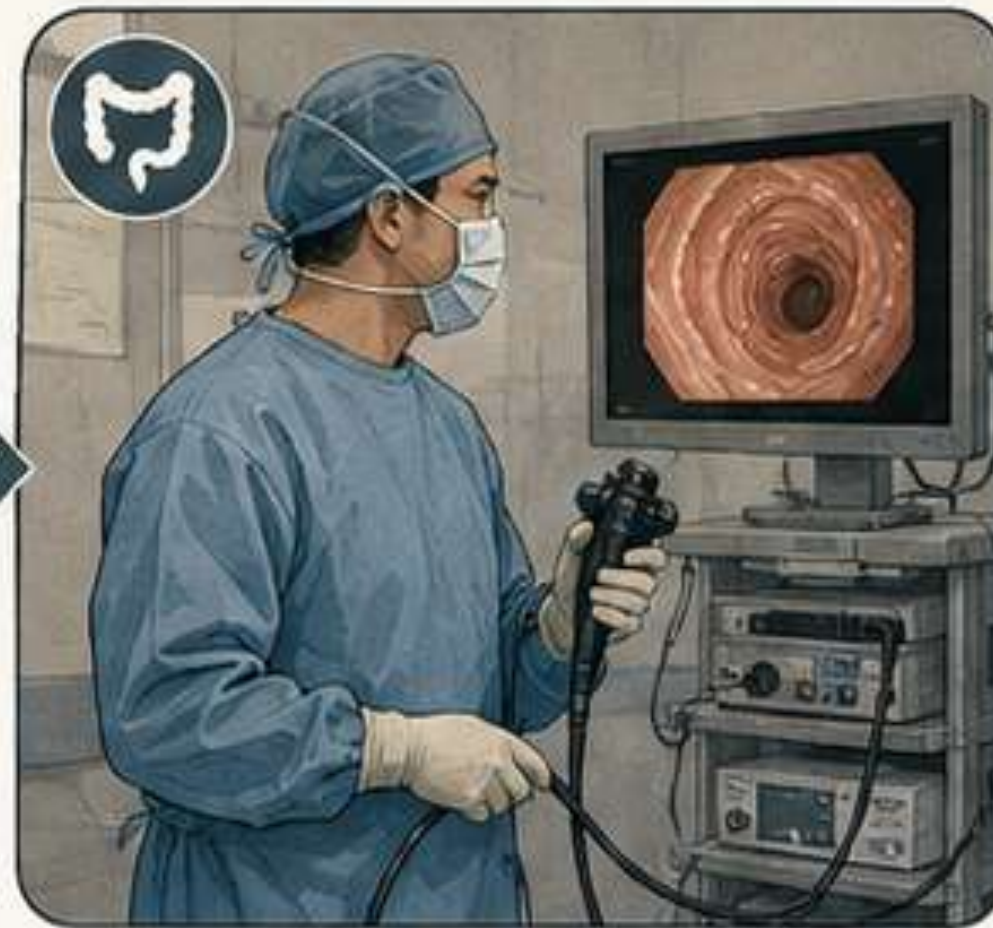


LINEAR

EXPONENTIAL

GI 1.0

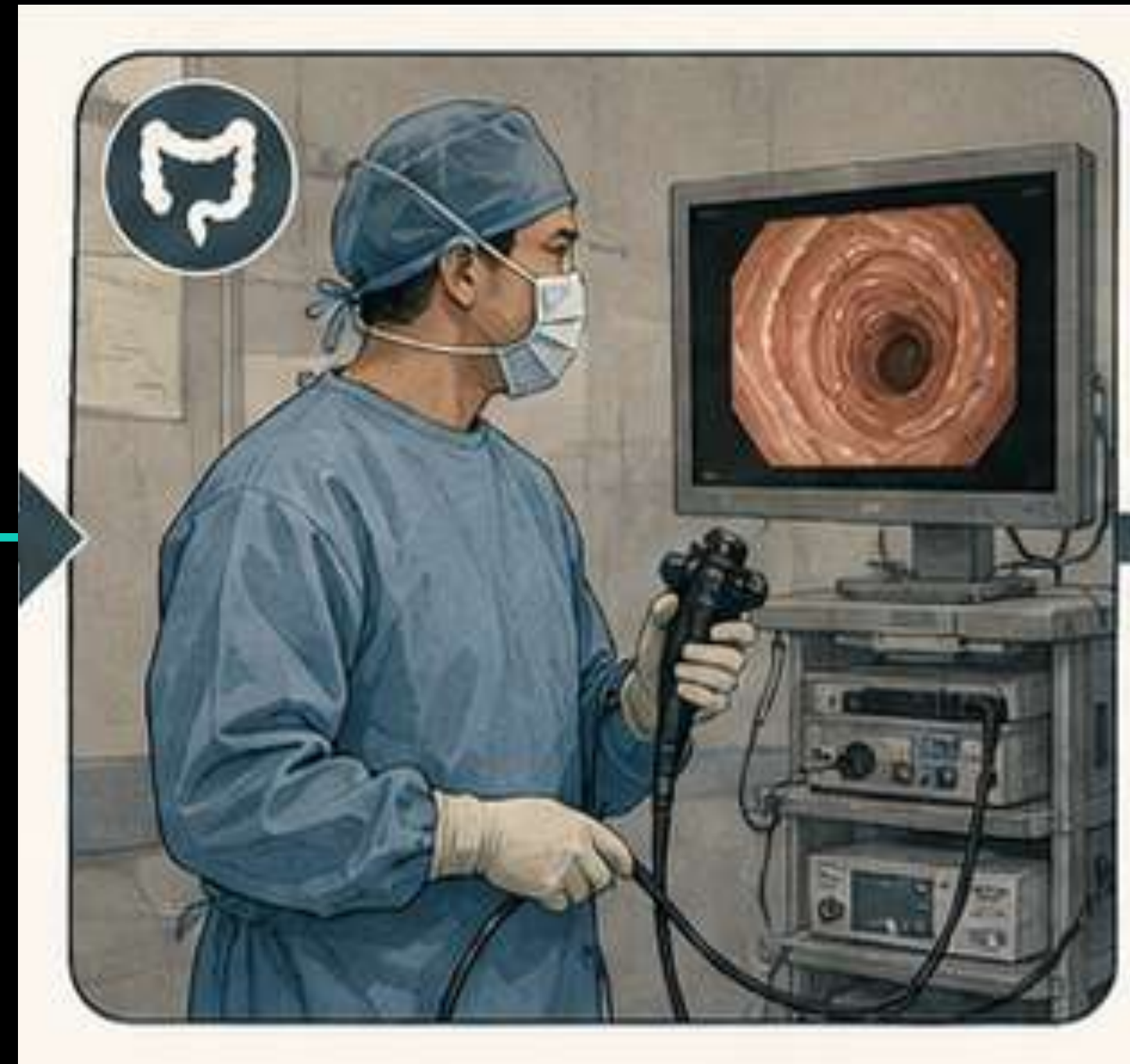
A LINEAR, PROCEDURE-ORIENTED MODEL
EPISODIC | FRAGMENTED | PHYSICIAN-CENTERED



THE PROCEDURE ENGINE DRIVES GI 1.0

BEFORE

GI 2.0



AFTER

GI 2.0

GI 1.0

GI 2.0 EXPANDS THE SCOPE OF GASTROENTEROLOGY

GI 1.0

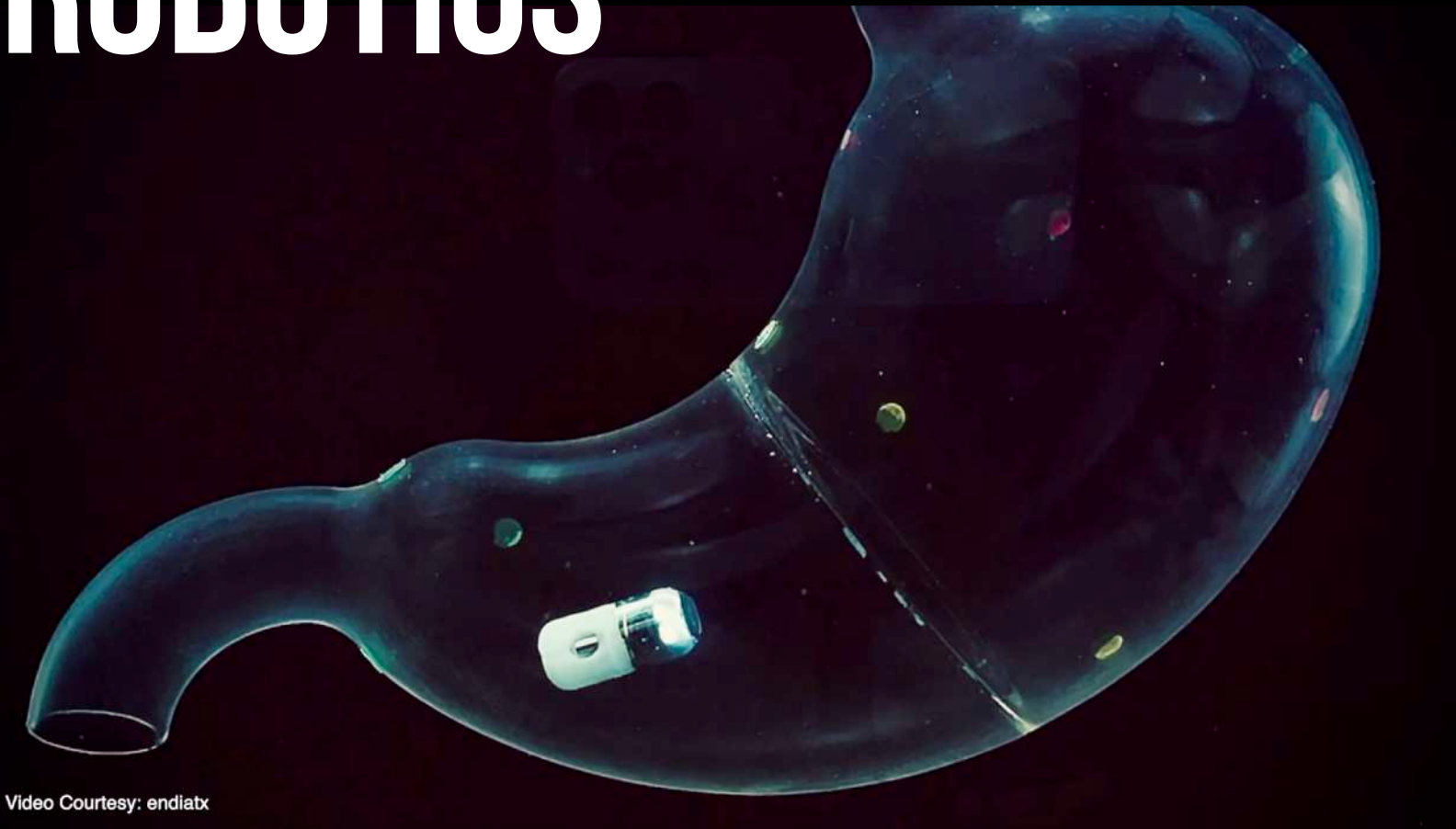


GI 2.0

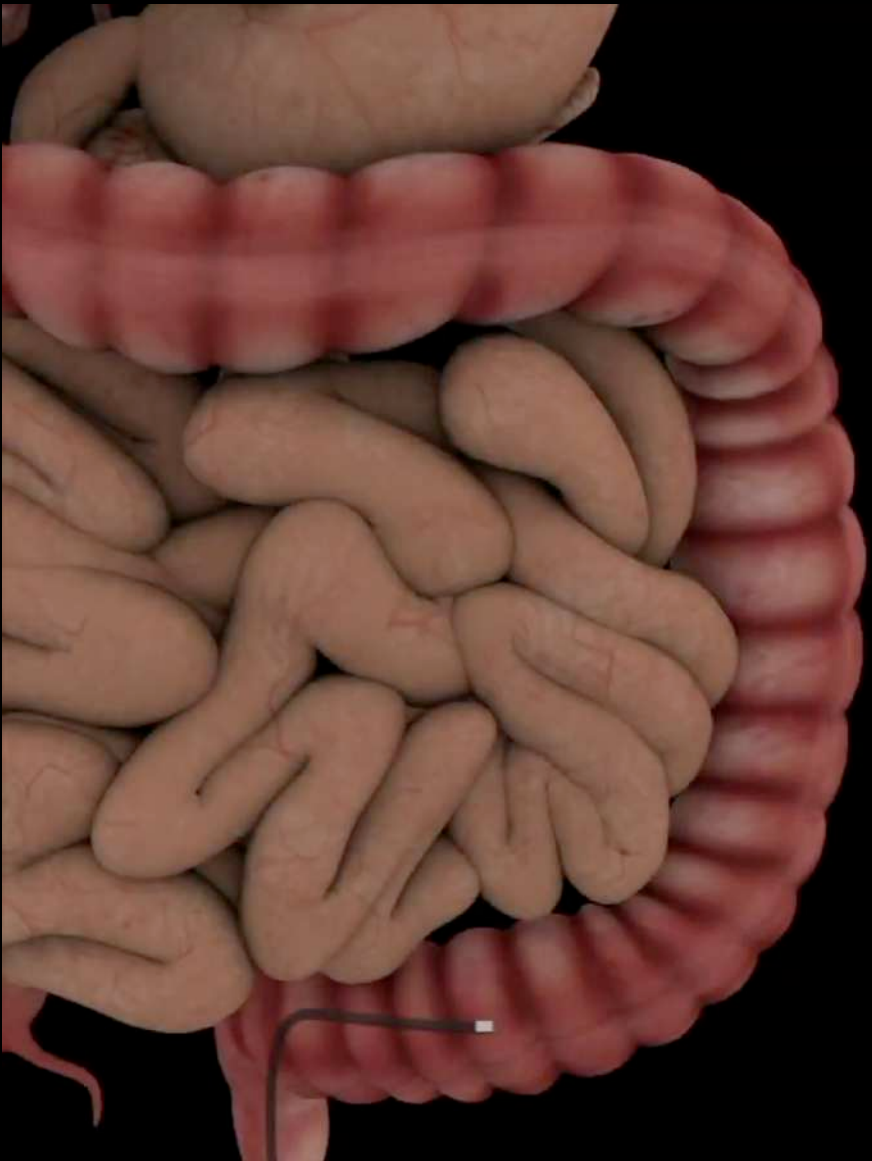
GI 2.0



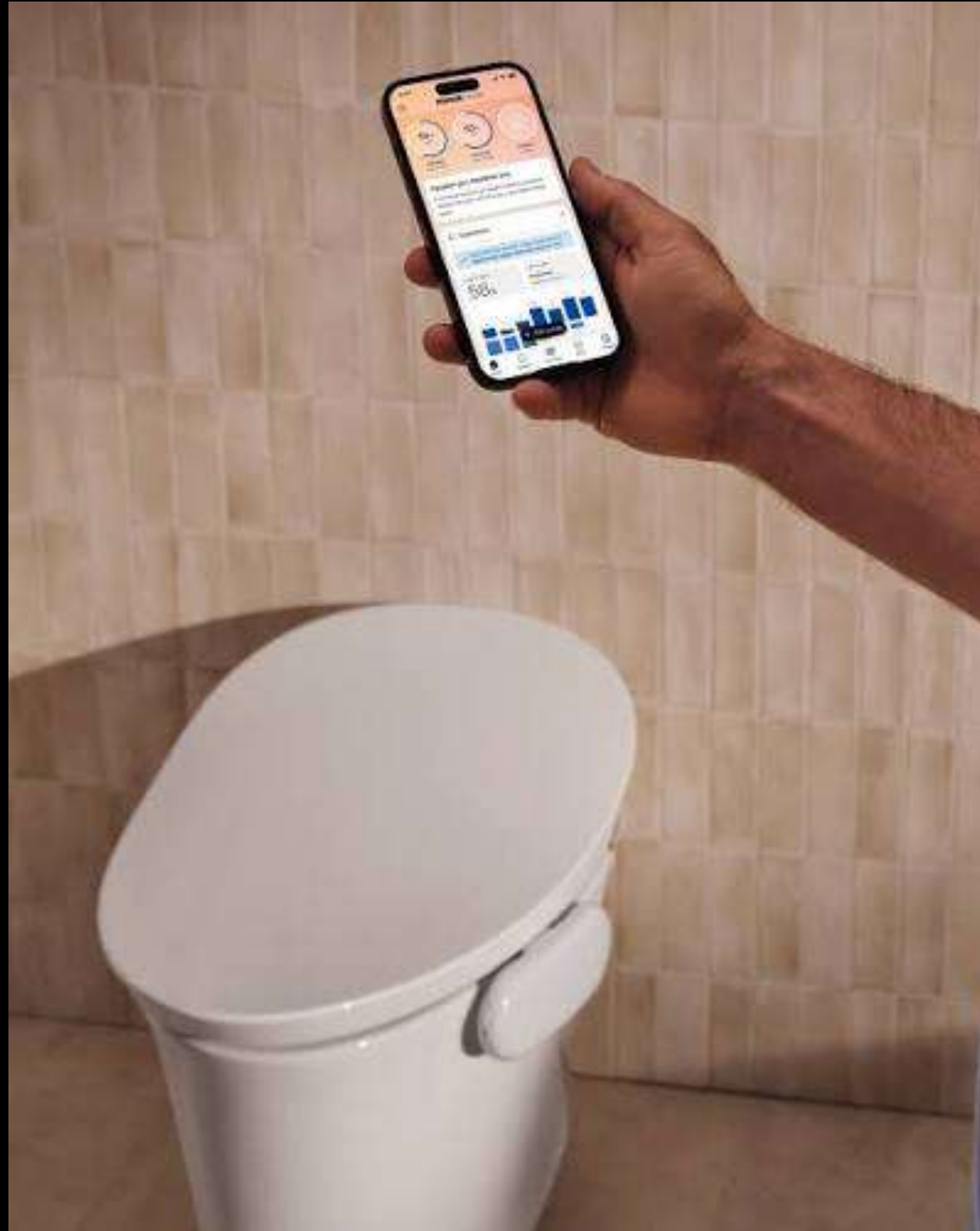
ROBOTICS



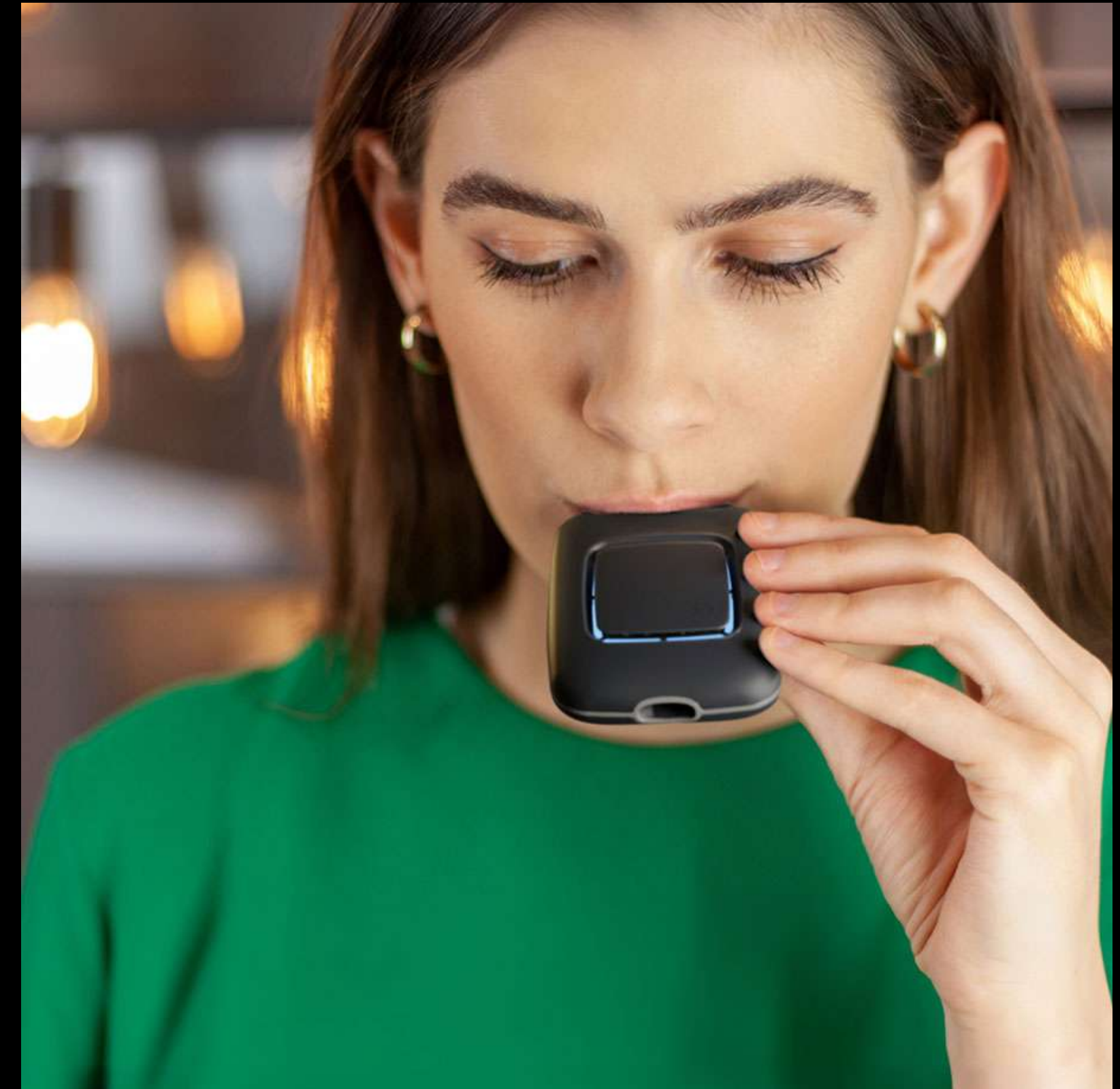
Video Courtesy: endiatx



SMART SENSORS



|| Throne



FoodMarble

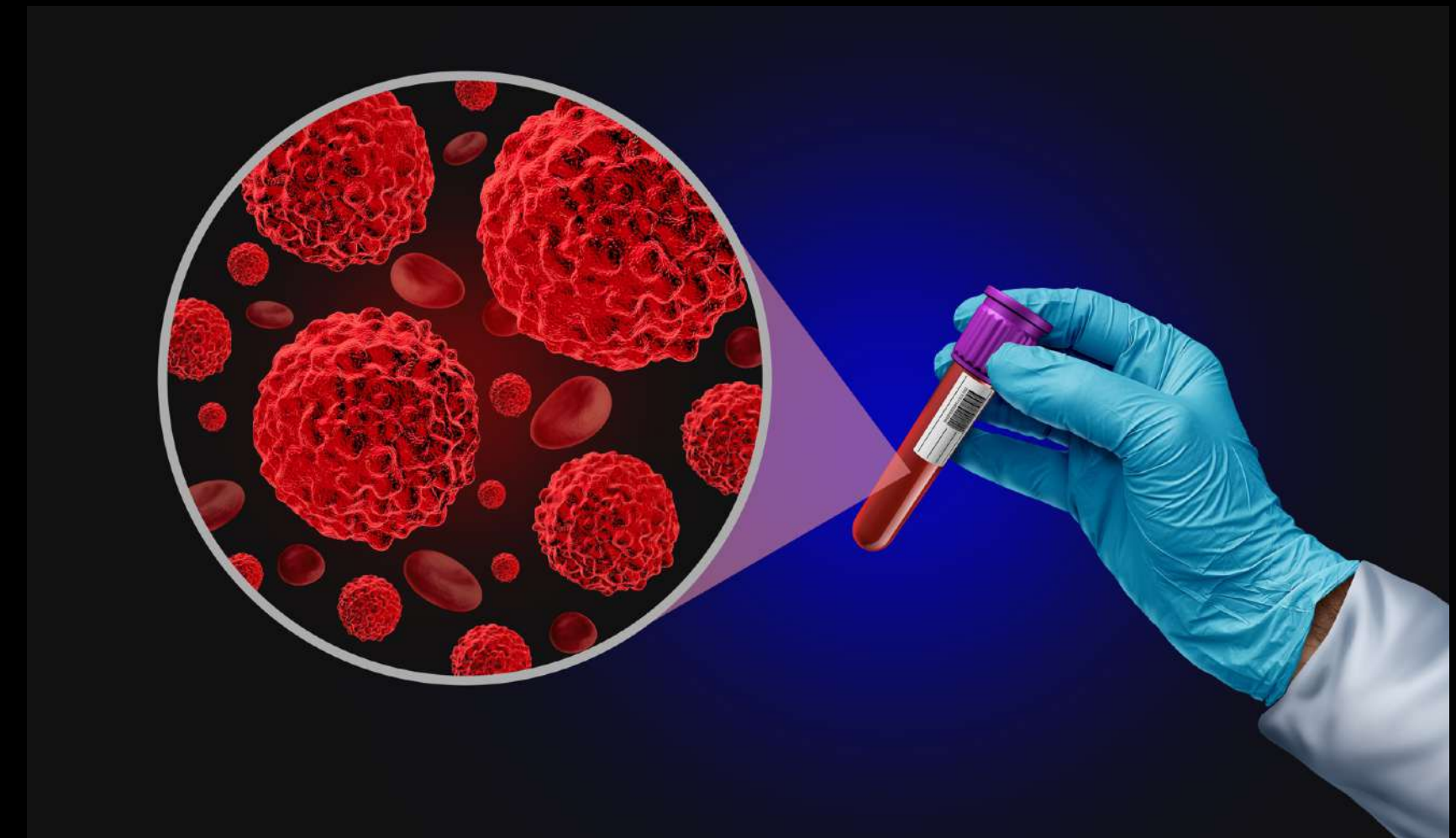
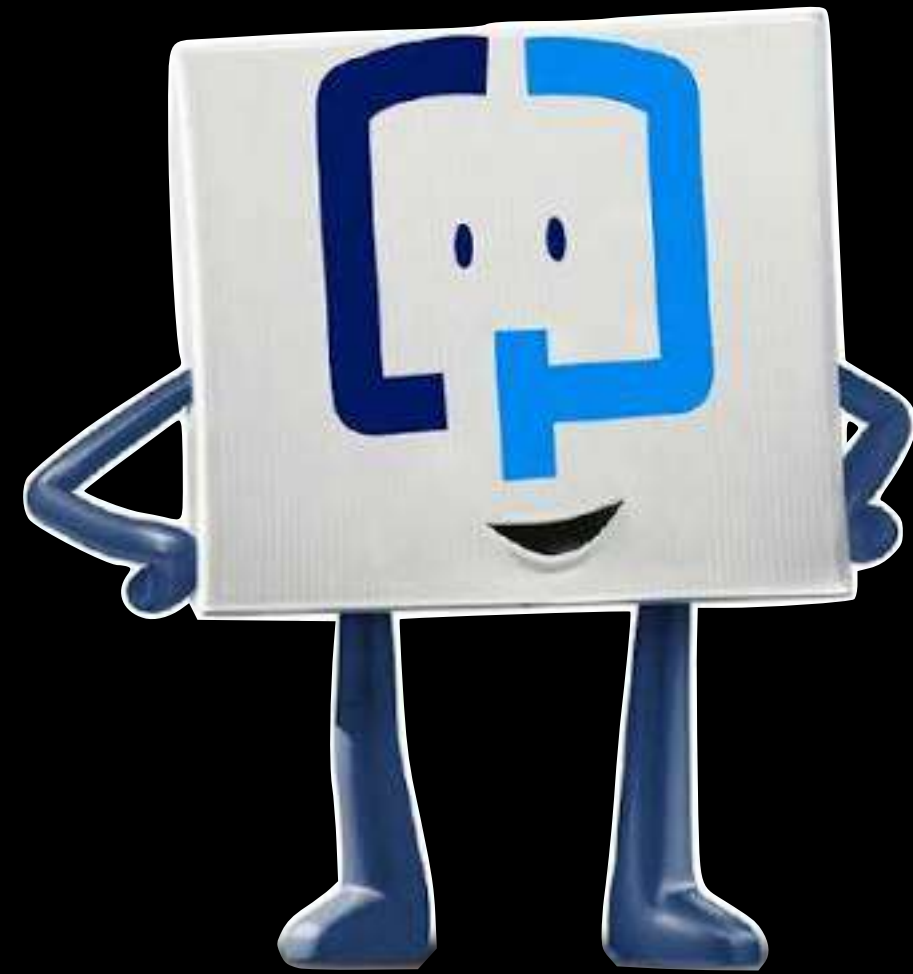
MICROBIOME



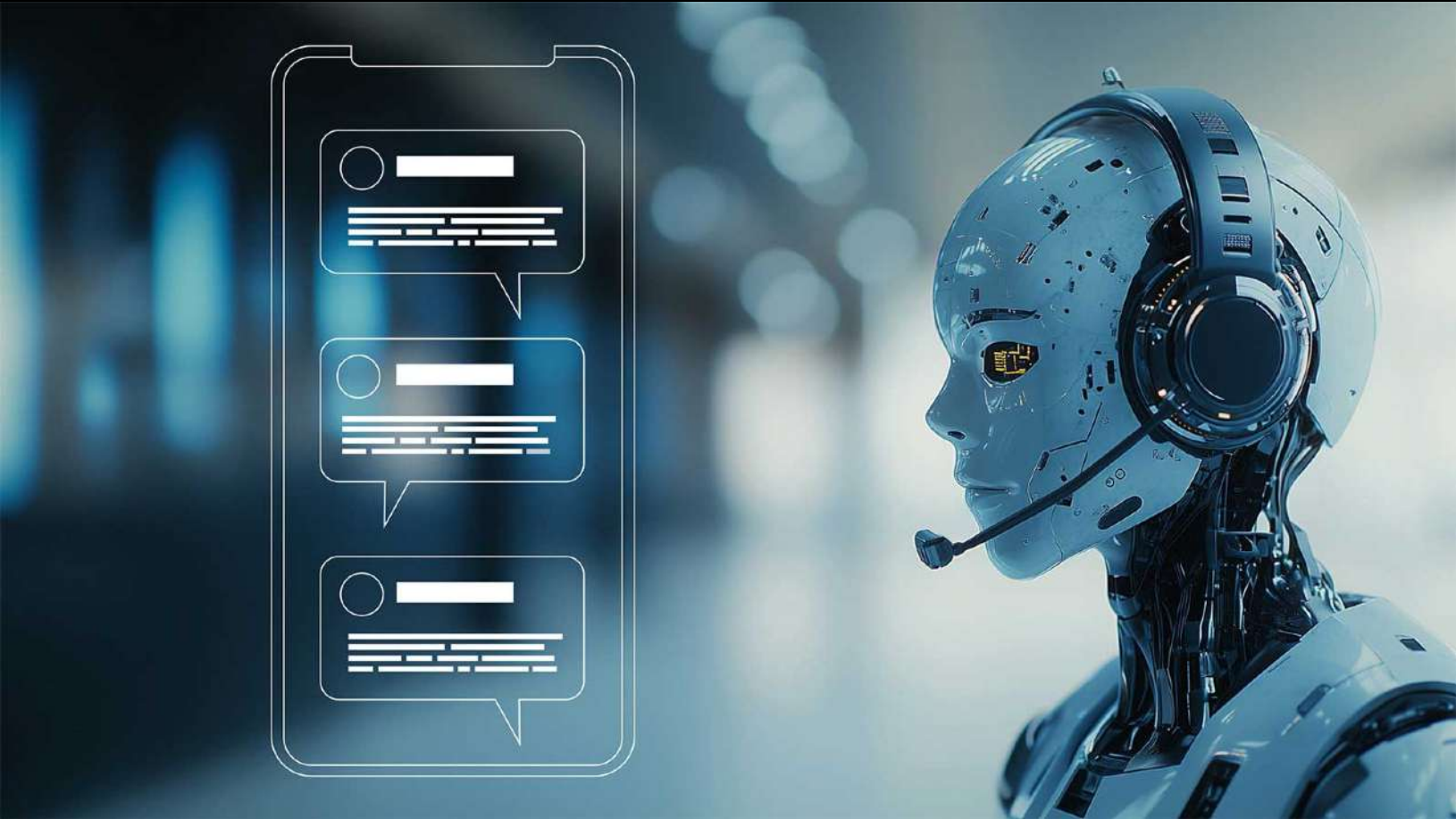
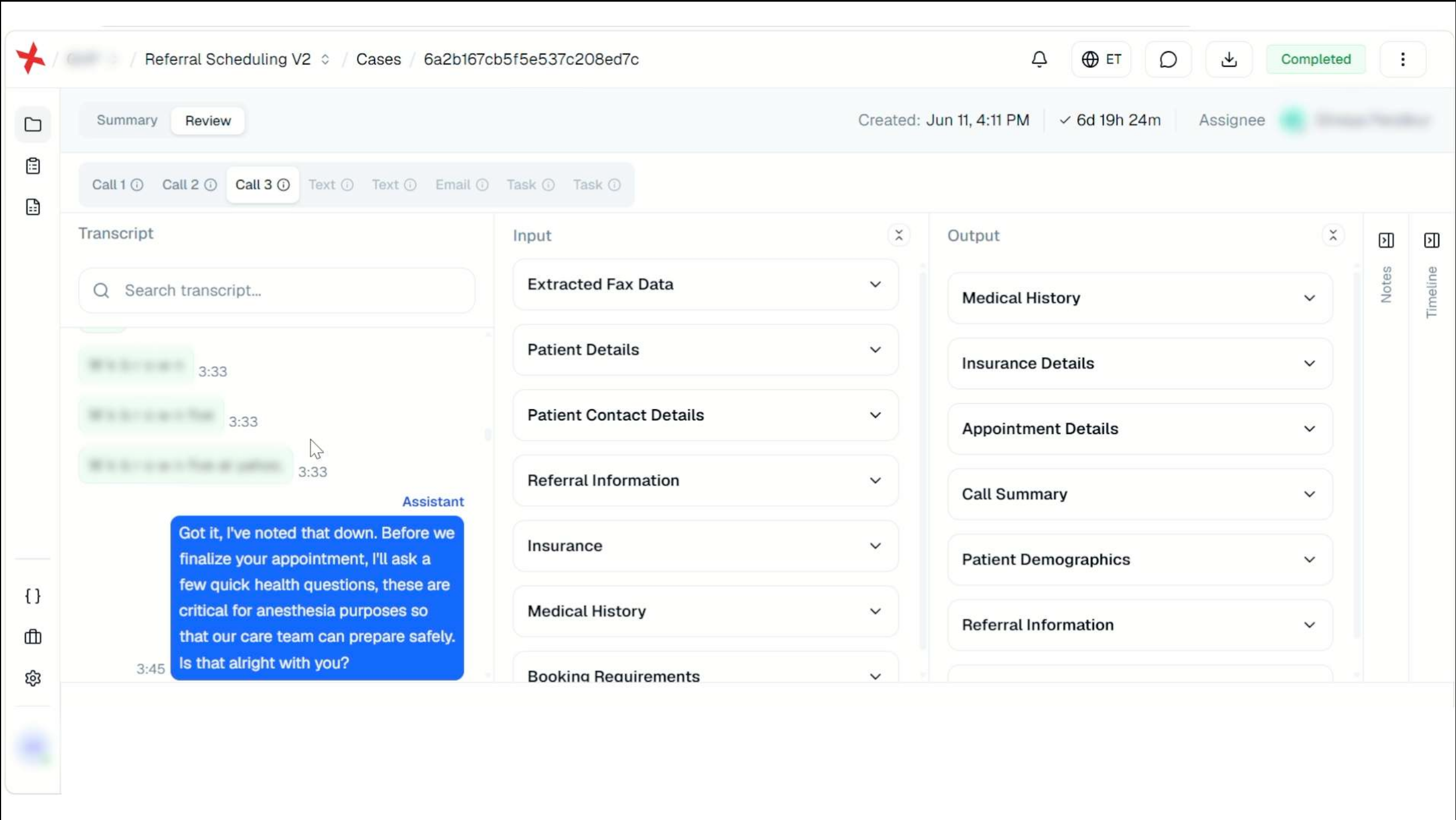
VIRTUAL CARE



NON-INVASIVE DIAGNOSTICS



AI AGENTS

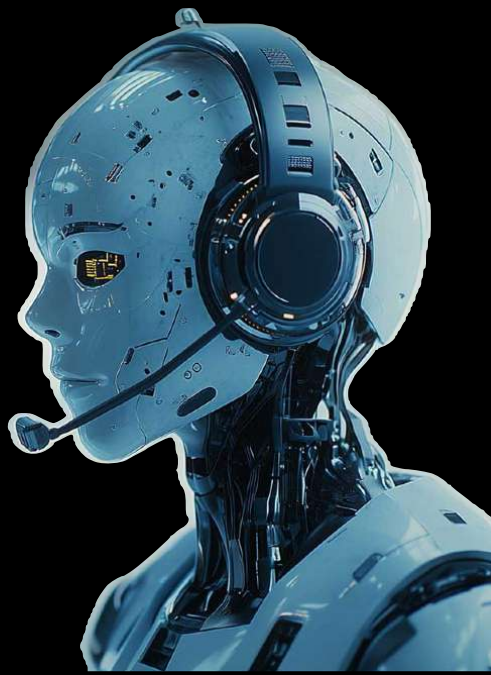
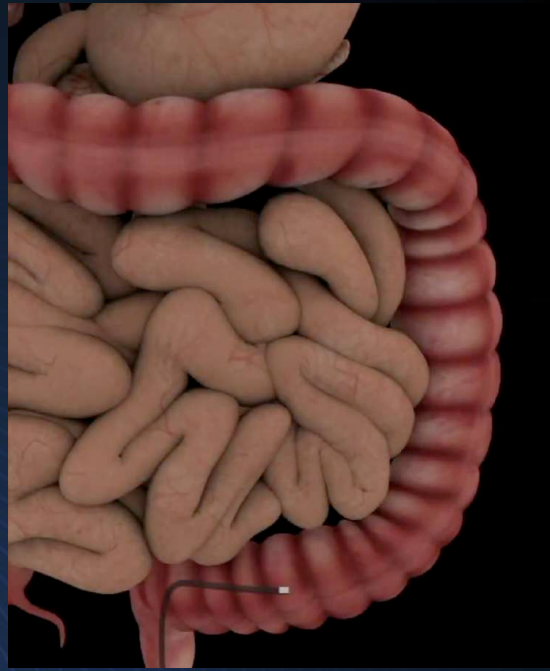


“Are you a robot?”

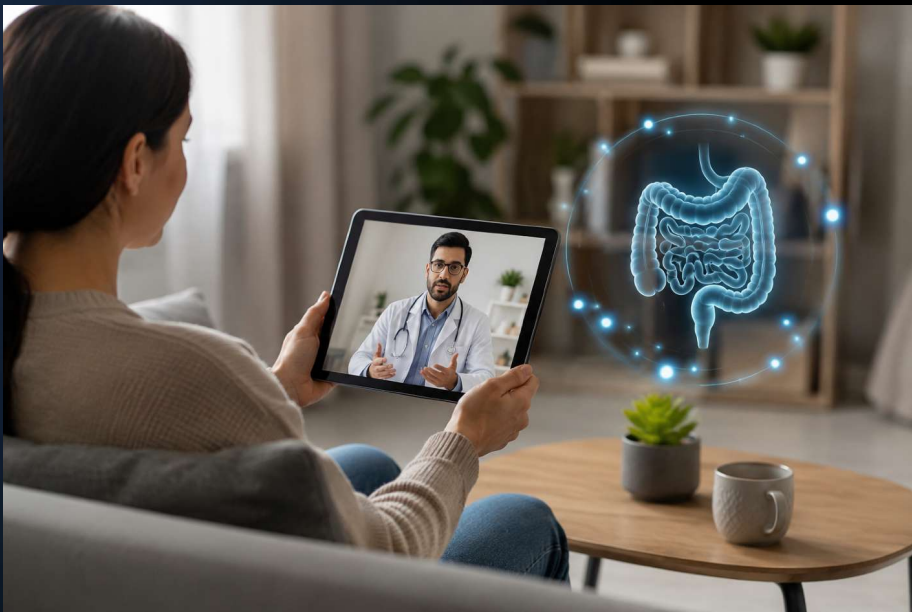


GI 2.0

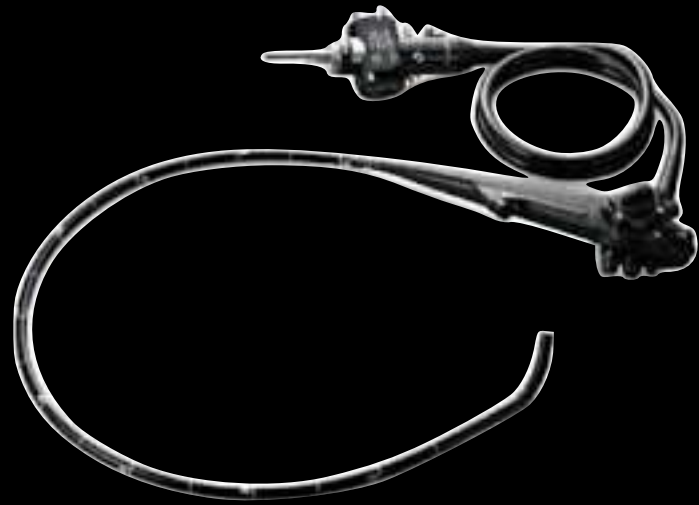
**AN EXPONENTIAL, HOLISTIC MODEL
CONTINUOUS | INTEGRATED | PATIENT-CENTERED**



GI 2.0



DIGITIZATION UNLOCKS MASSIVE GROWTH



INDUSTRY	PRE-DIGITIZATION (1990s, 2000s)	POST-DIGITIZATION (2024)	Growth
PHOTOGRAPHY	\$2B	\$100B	50x
MUSIC	\$20B	\$130B	6.5x
FINANCE	\$200B	\$1T	5x
GASTROENTEROLOGY	\$136B (2024)	?	?

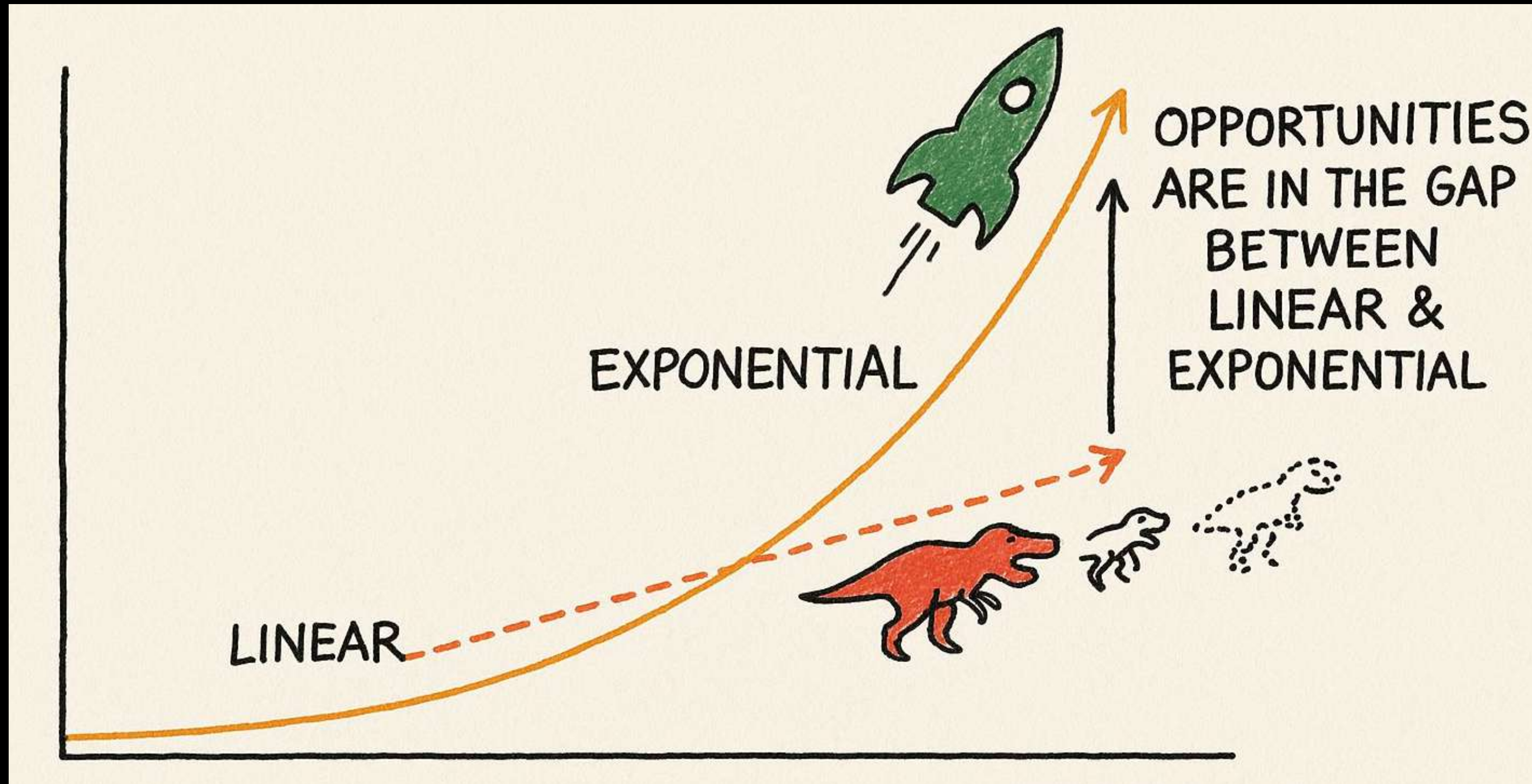
A TRILLION DOLLAR OPPORTUNITY IN GI (2025-2035)

OPPORTUNITY AREA	2025 ESTIMATE	2035 POTENTIAL	KEY DRIVERS
AI-Augmented GI	\$8-15B	\$110-150B	Workflow automation, diagnostics, clinical trials
Microbiome & Metabolic Health	\$12B	\$80-100B	FDA-approved therapeutics, gut-brain-metabolic integration
Decentralized Virtual Care	\$15B	\$120-180B	Virtual-first models, patient engagement, robotics
Precision Nutrition & Digital Rx	\$10-15B	\$90-120B	Food-as-medicine, behavioral therapeutics
Liquid Biopsy & Non-Invasives	\$10-15B	\$70-100B	Cologuard Plus, RNA-based stool diagnostics, ingestibles
Liver & Obesity Care	\$20B	\$60-80B	NAFLD/NASH epidemic, GLP-1 agonist synergies, microbiome therapies

Estimated aggregate: \$1.1–1.4T by 2035

SOURCE: SCOPE FORWARD AI RESEARCH

OPPORTUNITIES ARE IN THE GAP



THE GAP UNLOCKS GI 2.0

SUBSCRIBE AND STAY CONNECTED



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STAY RELEVANT IN A RAPIDLY CHANGING GI WORLD

*We will experience as much change in the next decade,
as humanity has during the past century.*

— Ray Kurzweil