

PharmStars Announces Cromodata is the First Startup from Argentina to Graduate from its Accelerator

PharmStars, the pharma-focused accelerator for digital health startups, announces the graduation of Cromodata, the first Argentinian startup in the accelerator

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EINPresswire.com/ -- [PharmStars](#), the pharma-focused accelerator for digital health startups, is delighted to announce that [Cromodata](#) is the first Argentinian startup to graduate from the accelerator. Cromodata of Buenos Aires, Argentina, successfully completed PharmaU, PharmStars' 10-week educational and mentoring

program at the end of 2025. They were one of 11 startups to graduate from PharmStars' cohort, focused on "Innovations in Data Management and Insights." At the culmination of the PharmStars accelerator, the Startup Showcase in Boston, Cromodata successfully presented to and met one-on-one with PharmStars' innovation-minded pharma members.

Cromodata was selected to participate in PharmStars' 9th cohort following a highly competitive application process that attracted startups from 19 countries. Cromodata was also the first Argentinian startup to receive an investment from the PharmStars Ventures fund.

PharmStars is dedicated to bridging the "[pharma-startup gap](#)." The accelerator's mission is to help biopharma and digital health startups overcome cultural and other barriers to partnership, thereby accelerating the adoption of digital innovations to improve patient outcomes.

PharmStars' PharmaU curriculum prepares participating startups to effectively engage with pharma companies as clients and partners.

Cromodata operates a compliant real-world clinical data platform that integrates, de-identifies,



Cromodata is the First Argentinian Startup to Graduate from PharmStars

and standardizes patient data from hospitals and healthcare systems across Latin America. Using an AI-driven quality assurance process, the platform transforms scattered, difficult-to-access information into reliable multimodal datasets. Pharmaceutical companies use these data to inform clinical research, evaluate market opportunities, and make better decisions across the region.

Naomi Fried, PharmStars' CEO, said, "We're proud to have Cromodata as PharmStars' first Argentinian graduate. Their approach to turning historically fragmented Latin American clinical data into accessible, usable pharma insights is powerful and unique."

When Cromodata entered the accelerator, the company was already collaborating with two pharmaceutical companies to optimize site selection, accelerate cohort validation, and de-risk Latin American market entry. Cromodata's leadership also recognized the challenges in effectively communicating the value of their solution to and expanding into the US pharma market. They joined the PharmStars accelerator to learn more about the industry, to enhance their positioning, and to gain direct access to PharmStars' pharma members.

Keila Fara Barral Masri, Cromodata co-founder and CEO and a PharmStars graduate, shared, "As a startup from Latin America, we wanted to strengthen our approach to engaging global pharmaceutical companies. PharmStars was amazing — it provided the context we needed to adapt our business plan and language for broader stakeholders, which has led to excellent new business opportunities."

One aspect of PharmStars that Cromodata especially appreciated was the opportunities to meet potential pharmaceutical clients. Juan Pablo Merea Otermin, Cromodata co-founder and COO and a PharmStars graduate, said, "Interacting directly with pharma leaders and hearing firsthand about their priorities was invaluable. PharmStars' pharma Fireside chats were particularly helpful in giving us a clearer understanding of the problems pharma companies are actively trying to solve."

For Argentina-based startup Cromodata, PharmStars served as a critical bridge to the US pharma ecosystem, as Barral Masri shared, "We needed to understand the mindset of prospective American clients. PharmStars helped us learn how US pharma leaders think and speak, which is essential for our global growth."

PharmStars will begin accepting applications for its next cohort in early 2027. Digital health startups interested in participating can sign up for the PharmStars newsletter at www.PharmaStars.com to receive updates. PharmStars is also accepting a limited number of additional pharma and biotech members who will receive access to a global selection of digital health startups with pharma-focused solutions. Membership information can be found at www.PharmaStars.com.

About PharmStars□

PharmStars is the member-based, pharma-focused accelerator for digital health startups. Because of our expertise across pharma, startups, digital health, and innovation, we understand the challenges that pharma and startups face when seeking to collaborate. Our PharmaU program supports digital health startups and our pharma members in “bridging the pharma-startup gap,” leading to greater success and faster adoption of “beyond the molecule” solutions. More information at www.PharmaStars.com.

About Cromodata

Cromodata’s HIPAA- and GDPR-compliant, ISO-certified real-world data platform rapidly and cost-effectively integrates de-identified patient data from 89 hospitals and healthcare systems across eight Latin American countries. Their multimodal datasets, which include EHR, imaging, and lab data, enable longitudinal and population-level analyses for both clinical and commercial activities. To date, they have accessed, anonymized, standardized, and validated 50 million patient records using their AI-driven, automated quality assurance process that combines automated rule-based validation, ML, and manual sampling.

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