

Dear life science entrepreneurs,

Currently, the upcoming generation of life science experts is facing a unique challenge to graduate in time. Students are dependent of conducting interviews with early phase entrepreneurs that operate in the life science sector. In order to support them, we would like to appeal to everyone in the industry to contribute. **Thirty minutes of your time** will have a significant impact on their ability to graduate and add valuable empirical insights to our collective knowledge base. **If you haven't been approached already, we would like to ask you to sign up for (one of the) following projects.**

**PROJECT: Success factors to get funded by Life Science investors**

In the first study, the perspectives of both entrepreneurs and investors will be investigated in terms of what criteria should be met in business proposals to successfully pass the initial screening stage, what underlying arguments are used, and what criteria characterize the life science sector. Through this study, we aim to develop an overview of criteria to support entrepreneurs; subsequently, increasing the odds of passing the initial screening stage. If you are interested to participate in this study, please send an email to [maarten.korving@ffund.nl](mailto:maarten.korving@ffund.nl)



**Project: The impact of Market Intelligence on the biotech sector**



The second study is based on the most recent developments in 'market intelligence': supporting strategic decisions based on data-driven market analyses. Generating strategic insight in a dynamic market, under conditions of high competitiveness and ambiguity, is crucial for many companies. To prevent scarce budgets from being diverted to *over-engineered* products, market intelligence can serve as a strategic decision-making compass to promote successful product development. Therefore, this study focuses on the potential impact of market intelligence analytics in the specific context of small, innovation-based companies. Does this topic arouse your interest? If so, please send an e-mail to [victor.bakker@ffund.nl](mailto:victor.bakker@ffund.nl)

**Project: Investment strategies for European disease-focused foundations**

The third research focuses on how disease-focused foundations use venture philanthropy to achieve their desired goals and create the most impact for their patients. Venture philanthropy is the use of 'for-profit' activities by a non-profit organization and the transition from passive investing to active investing. Currently, there is no optimal strategy known for the foundations to use these 'for-profit' activities and with this research we want to offer insight and contribute to the investment strategies of disease-focused foundations. The foundations and their patients therefore also benefit from participating in the research! If you are interested to participate in this study, please send an email to [Tessa.vandererve@ffund.nl](mailto:Tessa.vandererve@ffund.nl)



Let's fast forward the next generation of innovators together!

Thank you in advance.

**The FFUND team**