

Investment Attraction

Partnering with investors and
strategic allies



EWMA
Innovation Alliance

INTRODUCTION

EWMA Innovation Alliance assists in attracting investments to companies. Our extensive network includes venture capitalists, business angels, family offices, business developers, and experts in venture and M&A from established companies. Our team, consisting of seasoned industry wound care professionals and key opinion leaders, offers expertise and assistance in several critical areas.

INVESTOR READINESS

- Business model, technology, and market potential.
- SWOT analysis.

STRATEGIC POSITIONING

- Value proposition and unique selling points (USPs).
- Narrative highlighting of the potential.

BUSINESS PLAN

- Expert opinion and input.

PITCH DECK PRESENTATION

- Designs that succinctly convey the financial potential.
- Coaching and training for management teams.

MARKET RESEARCH AND ANALYSIS

- Regulatory environments, technological advancements.

INVESTOR IDENTIFICATION AND OUTREACH

- Matchmaking.
- Investment case webinars.

STRATEGIC PARTNERSHIPS

- Additional funding, resources, or market access.
- Connect with companies and research institutions.



REGULATORY AND COMPLIANCE SUPPORT

- Navigating the regulatory landscape.



PRICE EXAMPLE

Investor identification and outreach

Membership of EWMA Innovation Alliance:

- Startups 500 EUR/Year
- Growth companies 2.500 EUR/Year
- Established companies 5.000 EUR/Year

Startup fee: 2.500 EUR.

Success fee: Fixed competitive percentage of attracted investments if an agreement is reached with a targeted strategic partner introduced by EWMA Innovation Alliance.





ABOUT

EWMA is the world's largest wound management association reaching out to more than 100.000 health care professionals globally. EWMA is linking national wound management organisations, individuals and groups with an interest in wound care.

Read more at www.ewma.org.

EWMA Innovation Alliance connects and supports wound care companies, regional authorities and hospitals, universities, and investors facilitating the development and uptake of new and better wound care solutions.

Read more at www.ewmainnovationalliance.org



CONTACT

Email: innovation@ewma.org

Phone: + 45 70 20 03 05



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