



Healthtech Communications: Fundraising Essentials

HELLO!



Belle Taylor

A flame-chemist turned communicator, Belle loves to promote exciting ideas through the power of well-crafted words and engaging content. As Biotech and Life Sciences Lead, and an Account Director, she leads on client services and strategic marketing, working closely with SomX's account teams to deliver impactful strategy, content, PR and design. Belle brings experience working across healthtech, biotech, artificial intelligence and academia.



Huw Penson

With a background in strategic comms for health organisations in both the public and private sectors, Huw develops high-level strategy, brand and messaging & is hands-on with press/PR & content. As an Account Director, Huw oversees the strategic direction of several client accounts, working with clients to set and implement strategies across content, PR, events and design.



Adama Barrie

An English Language & Linguistics graduate, Adama brings experience in B2B marketing, copywriting, design & social media strategy. Adama supports our account management teams with content creation & PR delivery.



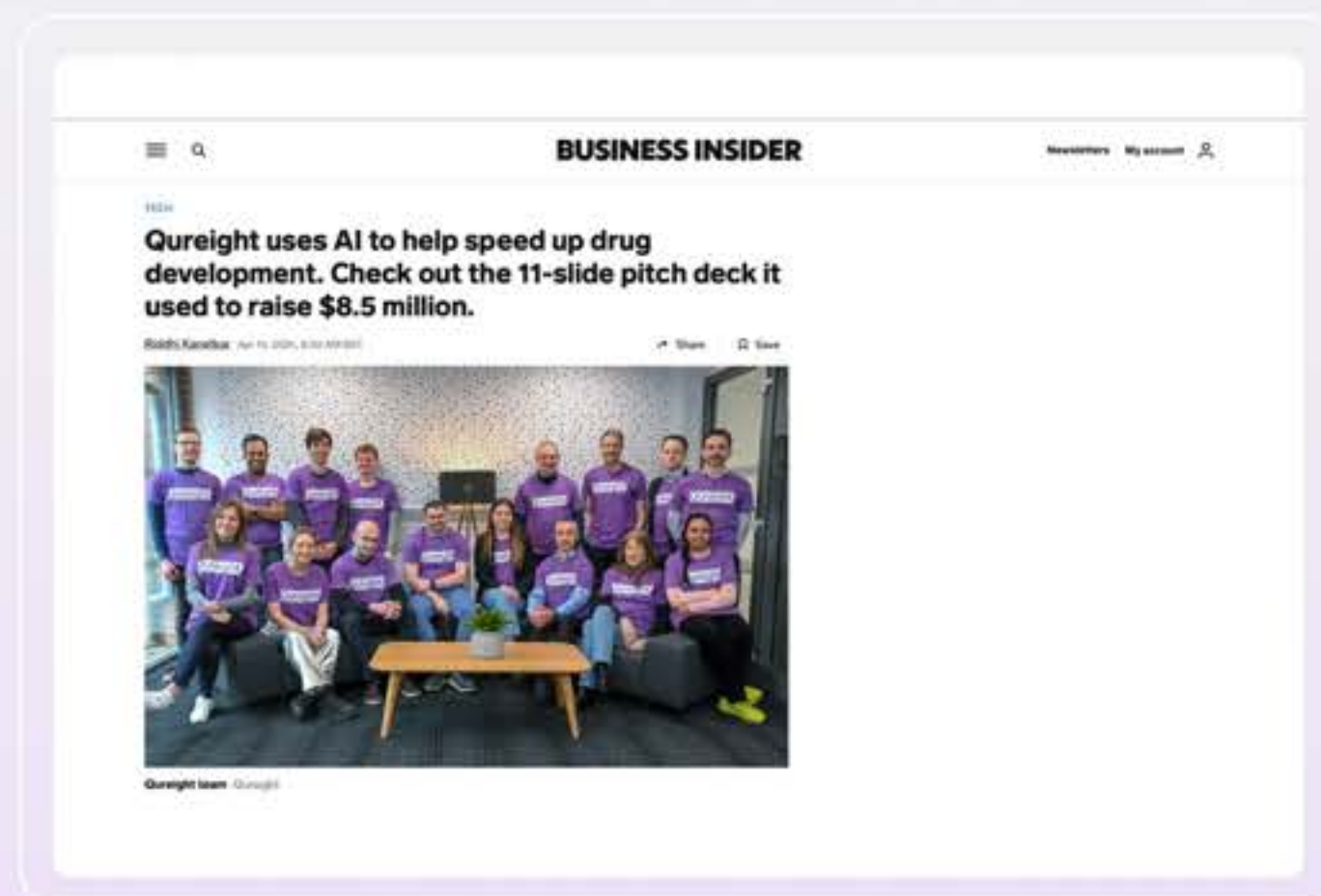
A PROVEN TRACK RECORD

We've supported companies to
raise more than \$130m

Oribiotech



Qureight.





WHY IS COMMS SO IMPORTANT FOR FUNDRAISING?

YOUR RAISE TIMELINE

1. Research

2. Outreach

3. Introduction

4. Negotiations

5. Round close

YOUR RAISE TIMELINE

High quality thought-leadership in relevant media is spotted by investors, who add you to their pipeline or reach out to you.

1. Research

Investors google you and find media coverage of your successful pilot showcase

3. Introduction

A strong raise announcement catches the eye of investors interested in future rounds.

5. Round close

Your content catches the eye of investors, who reach out to you directly.

2. Outreach

Your deck captures investors attention - an engaging, persuasive read that neatly demonstrates your value prop and credibility.

4. Negotiations

Your latest announcement secures extensive media coverage.



HOW TO TALK ABOUT YOUR COMPANY

STRATEGY

Defining your blueprint: your company

Vision: What does the world look like if you achieve what you set out to do?

Mission: How are you going to make the vision a reality?

Company: What does your organisation stand for? What does your company do?

Product: Practically, what is/are your product(s)?



STRATEGY

Defining your blueprint: core messaging

Key messages: 3-5 key statements that encapsulate what you stand for and why.

These could focus on:

- Expertise
- Credibility
- The problem / who / what / where / when / scale
- Solution to the problem
- The approach you take



STRATEGY

Defining your blueprint: **audience**

Who are your key stakeholders? Note down all audiences you may want to reach or influence now or in the future.

Pain points: What challenges do these audiences each face?

Value propositions: What value do you provide for each of your key stakeholders?
How do you solve their pain points?

Proof points: The evidence. Prove you can do what you say you can do.




STRATEGY

Be ready to adapt that story

Even with the best planned, well-thought out company narrative, it's critical to know your audience.

A two-minute chat at a networking event is very different to a investor intro, which is different to a pitch-meeting. Be clear on which aspects of your narrative you want to share at different stages.





YOUR FUNDRAISE COMMS TOOLKIT

YOUR TOOLKIT

PEOPLE

- You
- Your team
- Your clients/customers/partners

PERSPECTIVES

- Your solution
- Your knowledge of the market
- Your unique perspective on the challenges facing your customers

CHANNELS

- Your corporate social media
- Your personal social media (and that of your team/employees)
- Your website/blog
- PR, news & media
- Events
- Email updates / newsletters

COLLATERAL

- Your deck
- Your website
- Event materials
- Your content
- Your brand

STRATEGY

People

When you're raising, your team can be a defining factor in investors' decisions to back your business. **Don't let them sit on the sidelines.**

When you're going out to raise, consider the following:

- What experience and knowledge does each member of the team bring to the company (credibility)?
- What topics can each individual confidently discuss across PR, content, event and podcast appearances?



STRATEGY

Perspectives

You're not just selling your product to investors, you're providing value to all of your audiences.

Demonstrate your vision - investors want to know you can think long term - but do so with a clear focus on how you will achieve it.



STRATEGY

Evidence speaks volumes

Ultimately, investors are looking for proof that you can do what you say you will.

Point to examples of that prove this:

- Clinical trial data
- FDA approval or CE mark status
- Active user numbers
- Contracts or commercial agreements

If you're pre-product, ensure you can speak about evidence that shows user-need or appetite for your solution, and how your product fills a gap in the market.



STRATEGY

Channels

There are two main ways of communicating:

- Talk: owned media (content, events)
- Be talked about: earned media (PR))

Content and PR work best, when they work together.

- Content gives you a direct line to engage with your audiences, allowing you to raise your profile organically, build trust and celebrate success.
- PR allows you to build credibility with third party media, and increase brand awareness.
- Together, they are supercharged: share value-add PR via your owned content channels, and leverage your profile and engaged audiences to land PR opportunities.



STRATEGY

Collateral

- Your core messaging (mission, vision, product, key messages, audience map, proof points)
- Your deck
- Your website
- Your content
- Your brand identity & guidelines
- Your boilerplate & founder bios
- Product & Team photos
- Optimised social media profiles (corporate, CEO & founders, exec team)





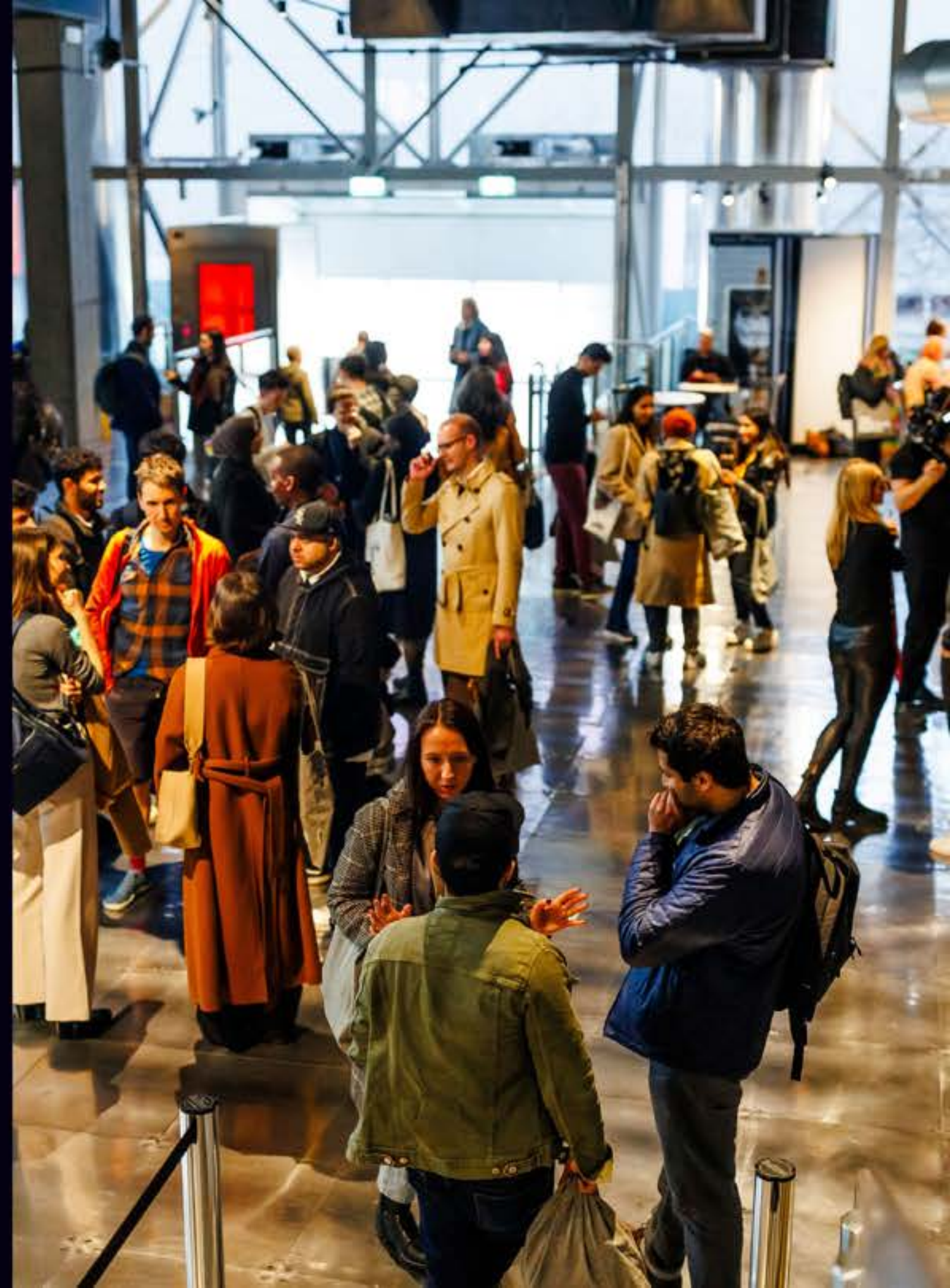
CONTENT TELLS YOUR STORY

CONTENT MARKETING

Content: **Get talking**


Content is a means to connect, to build a community, trust and credibility.

- Centre all communication on adding value, rather than creating noise.
- *Don't* always sell your product or service. *Do* be the voice people come to within your niches (or niches) whatever that may be.
- A great fundraising comms strategy provides reasons for investors to become members of your community before you try to promote yourself to them.




CONTENT MARKETING


CONTENT THAT PROFILES YOUR TEAM & FOUNDER

- Meet the team posts
 - To-camera commentary
 - Interviews/Q&A content
- 


INSIGHTFUL THOUGHT LEADERSHIP & COMMENTARY ON ISSUES RELEVANT TO YOUR SECTOR

- Commentary on industry news
 - Blogs & thought leadership
- 

NEW DATA, FINDINGS OR EVIDENCE ON YOUR SECTOR

- Proprietary survey results
 - Analysis of new research
 - Whitepapers
- 

EVIDENCE OF TRACTION

- Partnership announcements
 - Customer endorsements
 - Data from trials, pilots or partnerships
- 

CONTENT MARKETING

Make yourself known for **your value**

There are three different ways to do this:

- 1) Inspire
- 2) Entertain
- 3) Educate





ESTABLISH CREDIBILITY THROUGH PR

Media: **Why invest in PR?**

Strategic press coverage puts your company and message in front of the investors who are best placed to help your company grow.

- Builds brand trust and credibility
- Grows an audience of engaged users, potential customers, and investors
- Showcases your team, product, or perspectives
- Demonstrates success, traction or third-party recognition.
- Helps you find the right investor-fit (i.e. which investors are 'your tribe')



Media: **Why invest in PR?**

A mix of different PR tactics helps to create a drumbeat of different content promoting different aspects of your company - your team, your solution etc.

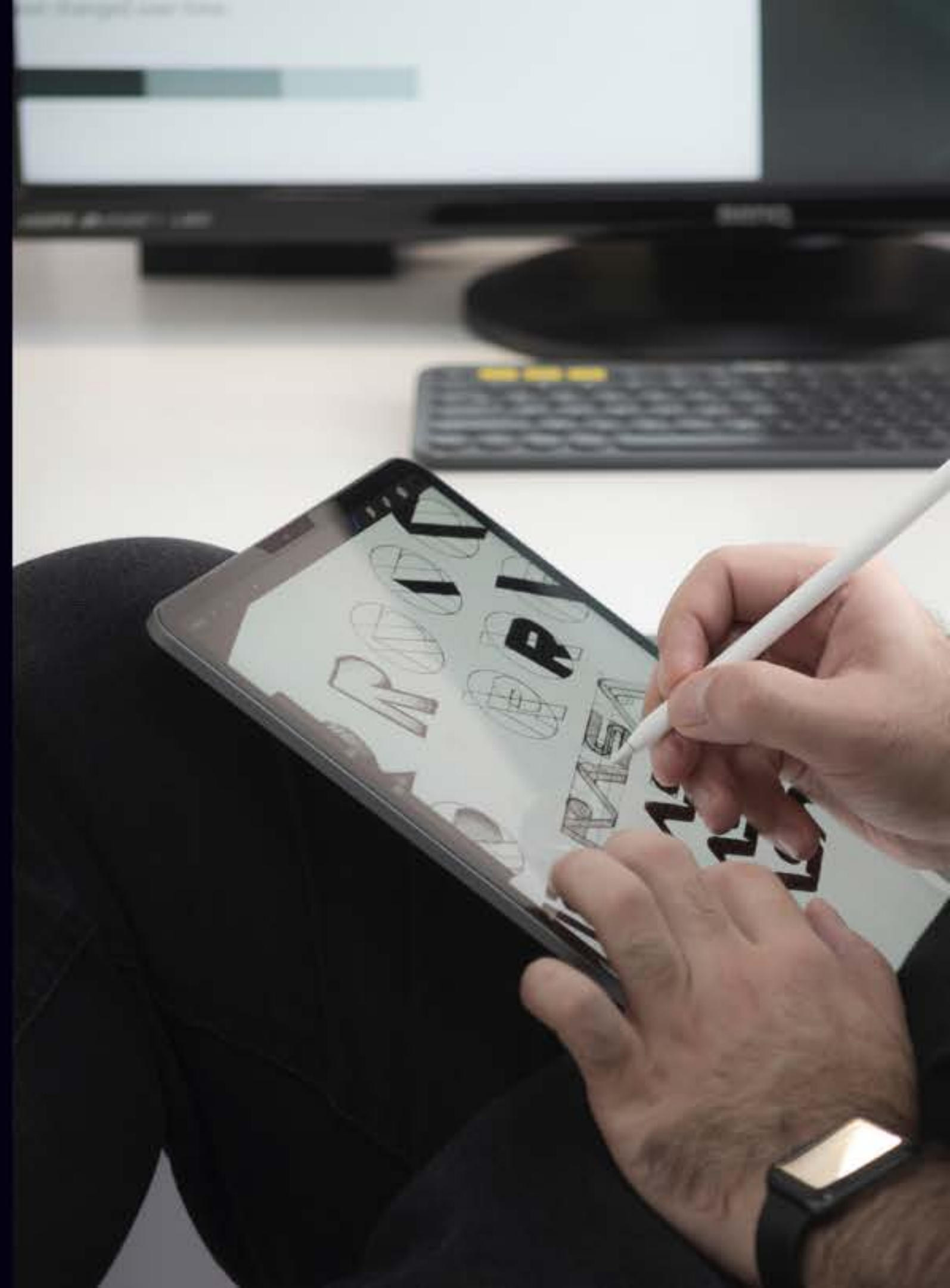
- Strategic thought leadership helps to establish your company's perspective and understanding of the market
- Founder profile-raising - interviews, Q&As, reactive commentary, podcast appearances - will help to establish your team's expertise
- Company announcements - such as grant funding, awards, partnerships etc. - can help to demonstrate traction



PR

How to reach investors through PR

1. Decide your media targets (sector, national, podcasts, substacks);
2. Identify the hot topics in your niche that you (or your founding team) have something to say about.
3. Don't wait to start talking about them;



PR

How to reach investors through PR

Think before you jump

4. What information (data, research, case studies) or perspectives can you offer up to excite or interest the audiences of your target publications
5. Where are the stories that show off the credibility of your team?
6. Use every opportunity (Q&As, interviews, thought leadership)
7. Be cautious;





EVENTS: BE WHERE THE PEOPLE ARE

EVENTS

Use events to your advantage

Relationships are important in fundraising, and in-person opportunities are essential.

Your events strategy is key to get you and your business in front of investors - and speaking opportunities have similar value to media coverage in terms of showcasing credibility of your company.



INTRODUCTION



SomX was founded in 2020 by Dr James Somauroo and Jessica Smith who combined their expertise in healthcare, technology, communications and startups to launch an agency that **truly understands the healthtech sector.**

WHY SOMX?

We understand

Whether it's NHS or private sector organisations, insurers, employers, patients, clinicians, academics, startups, investors or consumers that you want to reach, we understand the entire space. We know how your audiences think.

We care

You shouldn't have to teach your agency about your niche and you shouldn't have to watch them underdeliver. There were no agencies that truly understood healthcare, technology, investment and startups, nor any with a model that worked for both the health sector and personal branding. So we created one.

We know our craft

To carefully design and execute a personalised, effective communications plan for each company we work with that shows your value in exciting, engaging and innovative ways. We know what companies need for their businesses to grow and we aren't afraid to be bold in our delivery.



Our Team



Belle Taylor
Biotech & Life Sciences Lead, Account Director

A flame-chemist turned communicator, Belle loves to promote exciting ideas through the power of well-crafted words and engaging content. She brings experience working across healthtech, artificial intelligence and academia.



Huw Penson
Account Director

With a background in strategic comms for health organisations in both the public and private sectors, Huw develops high-level strategy, brand and messaging & is hands-on with press/PR & content



Jess Farmery
PR Lead, Account Director

After graduating from Cambridge University with a degree in Human, Social and Political Science, Jess built one of the best track records in the UK for healthtech-specific client coverage.



Fred Kirby
Creative Director

Great ideas are owed great design. Fred shapes your brand aesthetic to your company message and delivers all the visual assets you need to best convey your message.



Hollie Ruda
Account Manager

Coming to SomX after an MRes in healthtech from King's College London, Hollie manages client accounts and executes content strategies.



Adama Barrie
Senior Account Executive

An English Language & Linguistics graduate, Adama brings experience in B2B marketing, copywriting, design & social media strategy. Adama supports our account management teams with content creation & PR delivery.



Issie Quinn
Graphic Designer

A graphic designer by training, Issie works on all our clients' visuals, from static graphics to audiograms and videos. If you see it on social media, Issie's designed it.



Daisy Makin
Account Executive

After studying Medical Biology and Microbiology, Daisy started her journey in healthcare communications as a Medical Writer. She brings with her a thirst for new challenges and exploring the Marketing and PR world.

And that's just our **client service** team. We also work with a number of writers, videographers, photographers, animators, editors and more. All with a background in healthcare.

OUR DEPARTMENTS

SomX manages four dedicated teams to deliver a full communications service for healthtech & biotech companies

STRATEGY

We listen to your story, distill your messages and derive your value propositions. We construct and execute on a full communications strategy against your business goals.

PUBLIC RELATIONS

Through press releases, features and thought leadership, we secure reputation-enhancing coverage that will catch the eye of your audience. We know how to craft a headline-worthy narrative, and we understand how to navigate the media maze.

CONTENT MARKETING

We believe in high quality, plentiful content based on your objectives, messaging and audiences. Copy and creative synergise in a multi-channel approach to build connection with your audiences.

DESIGN

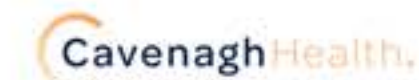
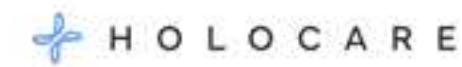
Our design team bring your vision to life. We create a brand identity that matches your company strategy and personality. We produce engaging visuals that set you apart.

Each function has products that can be purchased as individual projects or retainers.

Our clients

We work with a large range of clients across startups and enterprise - we understand that as organisations grow and change, so do their requirements.

SOME OF OUR CLIENTS



OUR BRANDS

With our in-house production team, we meticulously craft compelling content and host coveted events for our community of entrepreneurs, technologists, healthcare professionals, pharmaceutical groups and investors. Our brands provide distribution and influence for our clients.



- Most popular healthtech events in the UK
- Sponsored by Google Cloud
- Hosted at Google offices around London
- Fireside chats with Google and SomX guests
- Over 200 guests per bi-monthly event



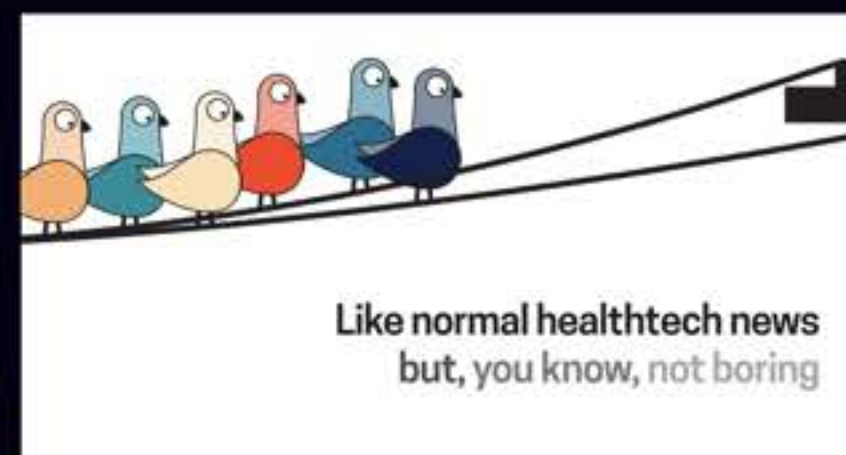
- Most popular healthtech podcast in the UK
- The longest running healthtech podcast globally
- Over 12k downloads per month
- Listeners in over 120 countries



- Most popular healthtech newsletter in the UK
- Over 5,500 subscribers to date
- 10% MoM growth
- Podcast launched in Q3 2022 - a weekly healthtech news show



- Brand new biotech news brand
- Newsletter launched June '24
- Podcast launching 2025 - panel show with biotech founders, investors and journalists



RESOURCES

How do
VCs evaluate
startups?



HOW TO
RAISE
FROM
VCs



The
Healthtech
Podcast

"AT UBER I LEARNED THE
BEST AND WORST
THINGS ABOUT GROWTH"

Gemma Bloemen

#308



The
Healthtech
Podcast

#234 Georgi Ganev
Kinnevik

The
Healthtech
Podcast

#243 Will Gibbs
Octopus Ventures

The
Healthtech
Podcast

#273 Christoph Ruedig
AlbionVC

STRATEGY

KISS 

Keep It Super Simple.

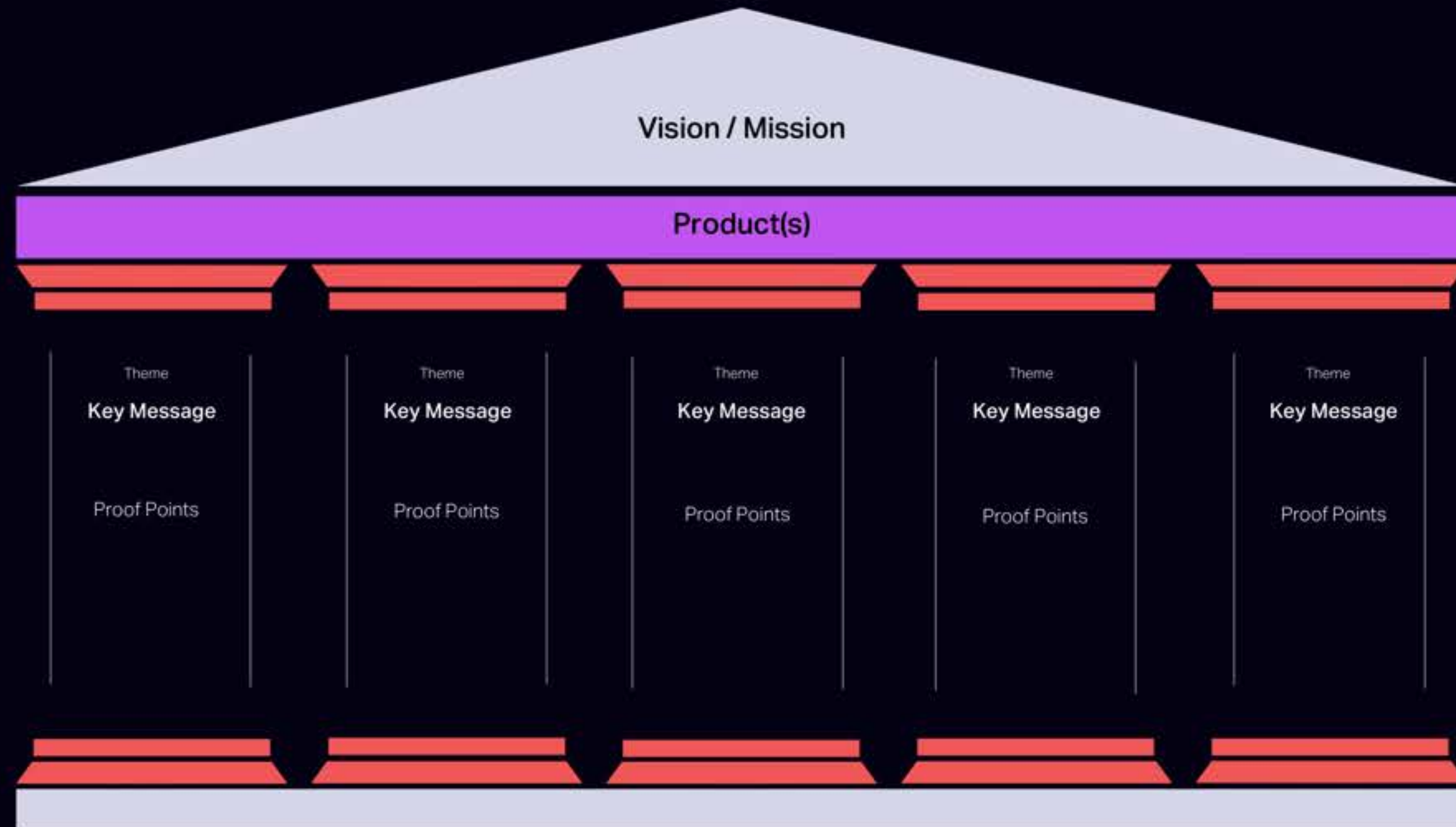
Here's where to start:

- Identify 3-5 key themes that encapsulate your company
- Distill those into 3-5 key messages in language that reflect your company's tone of voice
- Make sure they are defensible using evidence and proof points - this for authenticity and not getting in a sticky situation
- Map your audiences, their pain points, the channels they use and your touch points with them
- Use this data to build a plan to reach them - go to your audiences, don't expect them to come to you.



Messaging House

STRATEGY



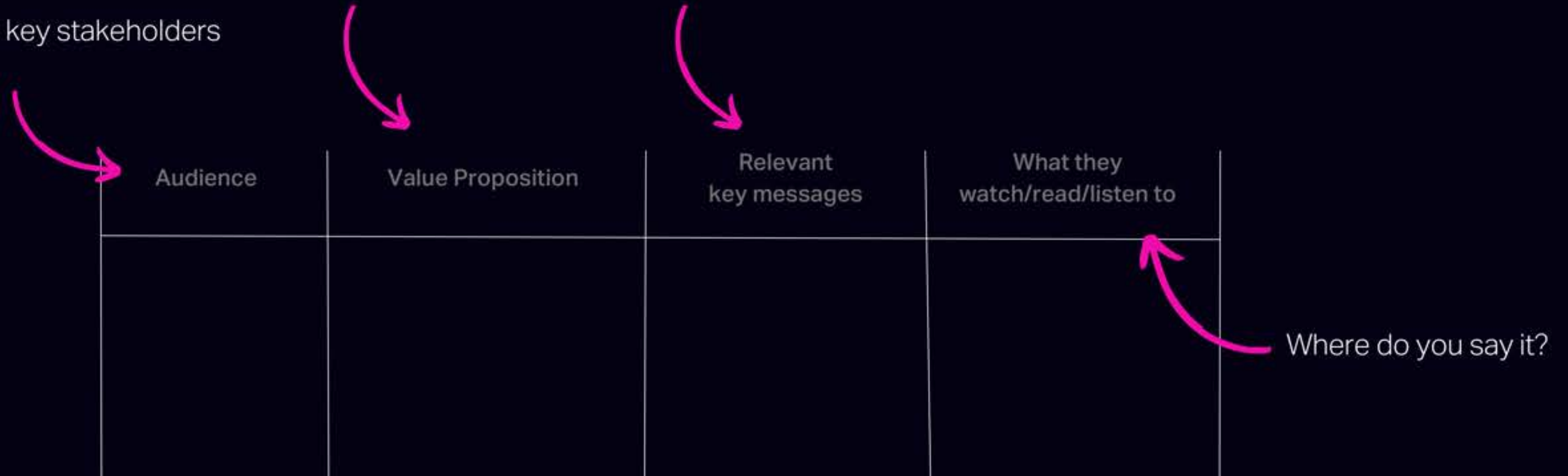
Audience Map

STRATEGY

What is your unique value to them?
How do you solve their pain points?

What do you say to them?

Who are your key stakeholders



From here, the art comes in. You create a content and PR plan that creatively meets this, while adding value to your audiences.



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globe [somx.health](#)

GET IN TOUCH