

## Can your startup attract private investments?

The Norwegian ecosystem is blessed by a comparatively easy access to public funding for startups. In “later stages” public funds need to be matched by private capital and, in the end, the company will be entirely dependent on private investments.

Private investors have a multitude of prospects to choose from and the competition to gain their attention is fierce. It is therefore important to know “what makes them tick”. OCCI has a long experience from investments in early stages and can help startups to analyze their project from a scientific, development, user/market and risk perspective. The purpose of the advice is to optimize the companies’ chances of attracting private funding.

Value: 120 000 NOK

Investment: 30 000 NOK

Duration: 1 months

Delivered by Oslo Cancer Cluster Incubator I

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## NATIONAL HEALTH CONSORTIUM SERVICE PACKAGE



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**Prerequisites for entering the program:** The project should be within the cancer field (pharma/biotech- or medical device/digital).

**Format:** The evaluation is based on the information given during meetings/interviews with the prospects. The evaluation is coordinated and primarily executed by OCC Incubator's personnel. For parts of the evaluation OCC Incubator will seek external assistance from our network of highly qualified international experts.

# Points to be addressed

- ❖ Academic strength, and research excellence
- ❖ Product definition incl. USP
- ❖ Use of the product
- ❖ Medical need
- ❖ Commercial potential incl. product fit / market acceptance
- ❖ Competition
- ❖ Applicability and scalability of the invention/product/service
- ❖ The regulatory pathway for the product
- ❖ Development/investment scenario
- ❖ Opportunities and threats/SWOT

# Points to be addressed contd.

## **Market exclusivity and rights**

It is essential to be able to demonstrate rights/ownership of a project to future investors and is therefore a part of the vetting. Another important aspect is the possibility to protect the project/innovation by filing patent applications or by other means (orphan drug status, bio-similarity). The following items will be discussed under this section:

- ❖ The rights to-/ownership of the project should be clear (no loose ends)
- ❖ Market exclusivity through IP protection or other means
- ❖ Dependence of external IP (identify obvious hurdles)

## **Funding scenario/attractiveness**

In this section OCCI is mapping out likely exit scenarios for the project. Timelines and development costs are estimated and used to assess if the project/start-up constitutes an attractive investment case.

# Reporting and overall assessment

OCCI will write a memorandum (typically 5 – 10 pages) focusing on strength and weaknesses and the company's/project's ability to attract private funding.

## Costs and timelines for Initial Evaluation

Effort: Client - 10-20 hours for assembling information and participating in interviews.  
OCCI – 2 weeks (FTE)

Value: 120 000 NOK excluding VAT  
80 h á 1500 NOK

Investment: 30 000 NOK

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Want to learn more?

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