

Infermedica: finding new investors



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Infermedica



Piotr Orzechowski, CEO



<https://infermedica.com/>



Poland

My challenges

- Get to know investors that could be potentially interesting in our funding round
- Network and build a relationship with the most active investors in Europe
- Understand the key factors for success when pitching to an investor

eHealth HUB support

Investment Readiness (EC2VC) [May 2018]. “Our participation in the EC2VC Session in Sitges helped us in two ways. First of all, we had a unique opportunity to present in front of over twenty VCs. This allowed us to raise their interest and then continue conversations off stage.

The EC2VC initiated in-depth discussions with several Venture Capital firms, one of which even committed to invest in our latest round of funding. Secondly, as a winner of that edition we’ve received a solid marketing coverage which also contributed to our fundraising efforts and promoted our company.”

The company

Infermedica addresses the problem of so-called “online diagnosis” based on subjective and often inaccurate web search results. Our mission is to help patients find the most accurate and high-quality information about symptoms and conditions, and to connect every patient with the right care. We’re a group of over 50 medical doctors, data scientists and software engineers building one of the most advanced AI platforms for patient triage and preliminary medical diagnosis.



eHealth HUB *Stories*

Learning points ●

“Two founder traits that I believe are important in any fundraising effort are perseverance and honesty. Honesty, however, should never undermine your ability to sell the company’s vision in an exciting way. You need to realize that not every investor will find your idea attractive or even appealing. It will take a lot of time to find the right partner for you. When that happens don’t be tempted to present things in better shapes and colors than they really are. Be brutally honest about the challenges that are ahead of you, and I’m sure that every good investor will reward your approach.”

Piotr Orzechowski, CEO

eHealth HUB services



Investment Readiness

A training program designed to prepare European early stage startups and SMEs within the eHealth sector to approach and collaborate with investors.



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www.ehealth-hub.eu



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