



Parexel Releases Proprietary Biotech Market Research Report to Help Guide Companies on Navigating the Biotech Investment Landscape

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"Five Ways to Attract Early-Stage Investors" identifies strategies to help biotech companies attract funding and increase their chances of delivering new treatments to patients

BOSTON and DURHAM, N.C., Jan. 06, 2022 (GLOBE NEWSWIRE) -- [Parexel](#), a leading global clinical research organization (CRO) focused on development and delivery of innovative new therapies to advance patient health, today announced the results of its proprietary biotech market research report, *Five Ways to Attract Early-Stage Investors*.

"Biotech companies are significant drivers of innovation for drug development and this research clearly demonstrates what emerging companies need to do to successfully differentiate their value proposition to potential investors," said Jim Anthony, Executive Vice President and Global Head of Parexel Biotech. "Our research shows the importance of telling a coherent, data-driven value story."

Many companies fail to gain traction with investors because they don't adequately explain how their therapy will be differentiated in an increasingly complex environment and lack a fast and efficient clinical development plan to support that differentiation. Research from the report shows that investors seek out early-stage compounds and prioritize those with reliable data and a thoughtful clinical development plan that addresses a well-vetted unmet need.

The research, conducted in partnership with Health Advances, Parexel's independent strategic healthcare consulting unit, provides an in-depth look into what investors are looking for when evaluating an emerging company, how to attract investors and what to look for in a partner to help guide business strategy and achieve a strong competitive advantage.

"In the wake of the COVID-19 pandemic, investor enthusiasm for biotech is high but investors also recognize the environment is increasingly complex as stakeholders – providers, regulators, payers - roles evolve and new disruptive therapeutic, health tech and diagnostic technologies emerge," said Mike Davitian, Vice President at Health Advances. "This report provides strategic insights on how to navigate the funding landscape. Biotech investors want a rigorous analysis of unmet needs that considers all relevant stakeholders and a realistic development plan that provides a clear path to the next value inflection point."

To access the full research report, *Five Ways to Attract Early-Stage Investors*, visit: <https://www.parexel.com/bioteching/five-strategies-to-attract-investors>.

About Parexel

As one of the largest global clinical research organizations, Parexel supports the development of innovative new medicines to improve the health of patients. We provide services to help life sciences and biopharmaceutical clients everywhere transform scientific discoveries into new treatments. From decentralized clinical trials to regulatory consulting services to leveraging real world insights, our therapeutic, technical, and functional ability is underpinned by a deep conviction in what we do. For more information, visit [parexel.com](#) and follow us on [LinkedIn](#), [Twitter](#), and [Instagram](#).

About Health Advances

Health Advances is a strategy consulting firm that helps clients realize growth opportunities worldwide for healthcare technologies, products and services. Operating at the intersection of science, technology and business, our consultants work with senior executives and investors on their highest-stakes strategic decisions. The firm's deep understanding of the healthcare ecosystem, with practices in biopharmaceuticals, medical devices, diagnostics, health IT and digital health equips Health Advances to identify pragmatic, innovative strategies and business models. These same skills help executives set their M&A objectives and rigorously evaluate transactions. The firm employs approximately 200 full-time professionals headquartered outside Boston, with global offices in San Francisco, Hong Kong, and Zug, Switzerland.

Health Advances is an independently operated subsidiary of Parexel and can therefore infuse Parexel's global expertise in regulatory and clinical trials into projects when appropriate.

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