



## Fundraising

**Tridek-One SAS** is a leading biotech start-up specialized in the research and development of **CD31 agonists** to restore the immune balance

### Objectives:

- Share the news of Tridek-One closing a €16M financing round to further identify development candidates against auto-immune diseases and conduct IND-enabling studies
- Introduce the new CEO, Laurence de Schoulepnikoff and Erik van den Berg as chairman of the board of directors
- As well as, further building the organisation and highlighting new and current investors

### Strategy:

- Drafting the news release in French and English and issuing the news to international media, analysts and investors
- Share news via the ALA social media channels
- Follow up with key media targets organising interviews

### Results:

- The announcements gained a total of **46** articles, with coverage in leading publications **Labiotech**, **Biotech Finances**, **BioCentury** and **Entrepreneur**
- Arranged media briefings including an interview on **Labiotech** podcast **Beyond Biotech**
- Positive reception on ALA social media accounts

