



**BiPER
Therapeutics**

VISIBILITY AND MARKET RECOGNITION FOR BIOTECH STARTUP Fundraising announcement

After raising €1.25M, BiPER Therapeutics, a preclinical biotechnology company developing first-in-class drug candidates targeting BiP protein to treat gastrointestinal cancer, wished to increase its visibility and gain market recognition.

Objectives:

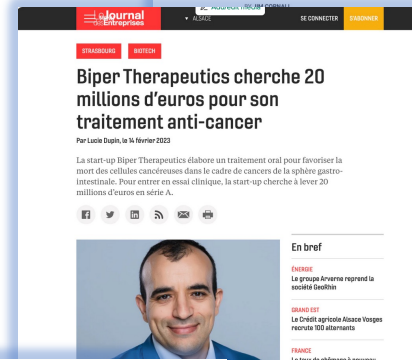
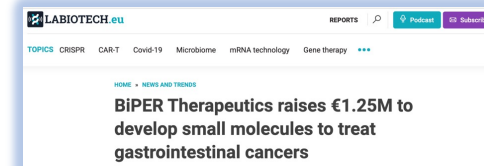
- Use the funding news to gain brand recognition and increase visibility in national, international and specialized media
- Present the company's corporate and scientific developments to the life sciences and investment ecosystem
- Establish a solid recognition base to prepare for the upcoming Series A financing round

Strategy:

- Conducted embargo interviews in advance of news distribution
- Wrote and issued news announcement in French and English
- Liaised with key publications to organize interviews and generate coverage in top-tier media

Results:

- The announcement gained a total of **27** articles, with coverage in leading publications **Labiotech**, **Sifted** and **Biotech Finances**
- Positive reception of news posted on ALA social media accounts
- Arranged four media briefings
- **152K** estimated views for the media coverage



• BiPER Therapeutics, a biotech developing treatment for gastrointestinal cancers, has raised €1.25m.



“With this announcement, we obtained incredible global visibility - this clearly helped us to increase our recognition as a key player and an innovative biotech company in the eyes of the market and with investors.”

- Mehdi Chelbi, CEO of **BiPER Therapeutics**