

# VISIBILITY AND MARKET RECOGNITION FOR BIOTECH STARTUP **Fundraising announcement**

After raising €27.5M (\$30M), DiogenX, a biotech company focused on regenerating insulin-producing beta cells for the treatment of diabetes, wished to increase its visibility and gain market recognition.

## **Objectives:**

- To use the funding news to gain brand recognition and increase visibility in national, international and specialized media
- To present the company's corporate and scientific developments to the life sciences and investment ecosystem

# Strategy:

- Conducted embargoed interviews to prepare 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 announcements gained a total of 65+ articles, with coverage in leading French and international publications, including BioCentury, BioWorld, Fierce Biotech, The Wall Street Journal, EndPoints News, LaBiotech and Les Echos.
- Arranged six media briefings
- Audience of **42.1 million** reached from the media coverage
- Positive reception on ALA social media accounts with 15% engagement rate



French biotech jumps into type 1 diabetes space with \$30M Series A round



round has been featured in Endpoints News

DiogenX, a France-based startup focused on the treatment of type 1 diabetes, completed a €27.5 million (about \$30 million) Series A round. Investors included Roche Venture Fund, with Investment Director David [ALA Client in the News] French biotech DiogenX's Evans joining the company's board.

Hear more from CEO Benjamin CHARLES on their new therapy for type 1 #diabetes, which has the potential to become the first disease-modifying treatment against symptomatic type 1 diabetes

https://lnkd.in/eFn5TTQp

#### #fundraising

"We gathered excellent coverage in key industry publications and with ALA's quick initiative we secured interviews with major biotech media, such as Endpoints News and BioWorld. This helped to increase our recognition as an innovative biotech company in the growing diabetes market."

Benjamin Charles, CEO of **DiogenX** 



diabetes treatment



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