

Hello Analyst World

**As AR professionals we know that few Startups and Scaleups really understand how to work with Industry Analysts.**

We want to change this. And to do it we ask you a quick favour.

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The State of  
**B2B Startups**  
with  
**Industry Analysts**  
Survey



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The **University of Edinburgh Business School** is conducting a research project that will generate hard data to help educate the startup ecosystem about working with analysts.

**Unique:** The short survey brings together the views from all key perspectives in three tailored questionnaires:

- 1) Emerging vendors,
- 2) VCs and accelerators,
- 3) **analysts**.

We can only do this with you:

**Please take the [analyst-version of the survey](#).** It only takes 5 minutes and it means that we can mirror the responses from startups and VCs etc. against what the analyst community really needs.

Of course you'll get the report from us.

Any questions or suggestions, let us know.

Best regards

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