

Hello VC & Accelerator world

We've all seen even great b2b-tech Startups and Scaleups outplayed by more experienced competitors on a part of the playing field that emerging vendors are often not even aware exists or understand to use it: **Industry Analyst Relations**.

We'd like to examine and understand this with **views from VCs**, startups and analysts!

The State of
B2B Startups
with
Industry Analysts
Survey



The **University of Edinburgh Business School** is conducting a research project to evaluate how startups and VCs in North America and Europe are working with industry analysts (or not), their experiences, practices, challenges and success patterns.

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

- 1) Startups / scaleups, 2) **VC firms and accelerators**, 3) industry analysts.

We can only do this with you!

1. Please take the 5-10 min [VC/accelerator-survey](#) yourself.
2. Ask your portfolio companies to take the [startup/scaleup-survey](#), too.

The findings will provide actionable insights for you and your best investments. As a contributor you'll get the report and admission to an explanatory webinar.

We know we're on a hot topic here because we've seen the effects for more than a decade already. In the US and in Europe. Let's finally put data to the observations and make this the most valuable research of the year!

Any questions - let me know.

Best regards

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