

Hello Startups and Scaleups

We've all seen even great b2b-tech Startups and Scaleups outplayed by established 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 change this with data! And to do it, I ask you a quick favour - whether you're experienced with analysts or not: **Your voice matters!**

The State of
B2B Startups
with
Industry Analysts
Survey



The University of Edinburgh Business School, is conducting research to examine how startups and scaleups 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 [startup/scaleup survey](#)
2. Please share the project on social media to encourage others!

The survey takes only 5-10 minutes but the findings will provide you with actionable insights. 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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