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Release Date:

December 2, 2020

PUROHIT VENTURES LAUNCHES WITH A UNIQUE APPROACH TO HEALTHCARE AND BIOTECH INVESTMENT STRATEGY

[CHICAGO, IL, DEC. 2, 2020] Purohit Ventures is announcing its launch into the healthcare investment space with a bold commitment to finding and supporting companies that have true commercial relevance. The company's two-part investment strategy allows them to first identify start-ups based on insights and criteria beyond the traditional, and then support them with a tailored and unique investment, leveraging time and service as currency.

Behavior-Based Success Model

Purohit Ventures leverages the 30+ years of strategy, research and commercialization experience of its executive team to evaluate the potential of healthcare and biotech start-ups. While strong clinical data are an initial determinant of success, the firm goes beyond clinical factors to evaluate portfolio potential. By leveraging a deep understanding of the behaviors that drive product adoption and algorithmic change, they can determine if a product has the potential to succeed, and what will be needed to support that success.

"By leveraging our longstanding history throughout the healthcare diagnostic, device and drug space, we have the unique ability to identify products that have true uptake potential and identify key strategies needed to ensure commercial success at launch," said Anshal Purohit, Co-Founder and General Partner.

Unique Investment Model

Purohit Ventures invests in its portfolio companies with its broad range of tailored services. Each investment is driven by the needs of the portfolio firm and tailored based on each company's exit strategy. These services can range from full service preclinical strategy/analytics support to corporate brand building, IR and PR.

"Companies at this stage need tailored and expert-driven support, but are often cash light, allocating their early funding rounds to activities like clinical programming" said Anshal Purohit, Founder and CEO. "Our unique partnering approach offers companies in our portfolio insight and expertise to execute the right activities at the right time to refine their approach at pivotal points along the development process and ultimately ensure that they reach their goals."

Poised for Success

- **All Female, Well-Established Executive Team**

A team of women with an ongoing impact in the industry, featured in many industry-leading journals and with experience partnering with many early-stage startups throughout their careers

- **Behavior-Based Investment Algorithm**
Grounded in 30+ years of launch experience, Purohit Ventures employs a portfolio selection methodology that accounts for behavioral uptake and commercial relevance
- **Time-As-Currency Investment Model**
Purohit Ventures' philosophy employs a win-win approach to investing, focused on a customized investment of time and services in each portfolio companies' success
- **Strong Track Record for Support of Exits and Commercialization**
Having supported strong exits – from acquisition to IPO – Purohit Ventures understands the unique needs that each exit strategy brings, and defines a scope of services to support throughout

For inquiries and information, contact Anshal Purohit at Purohit Ventures at purohit@purohitventures.com

About Purohit Ventures

Purohit Ventures is a unique healthcare investment firm based in Chicago, IL and founded by Ahnal Purohit, PhD, Anshal Purohit, MBA, Jennifer Clark, MRes, and Kim Hogen, MBA. The firm uses a unique behavior-based investment algorithm to identify healthcare and biotech startups poised for true commercial relevance, and leverages its customized investment model to provide the services needed to achieve commercial success. By partnering closely with the companies in their portfolio, they are helping early-stage firms to imprint success. To learn more, visit PurohitVentures.com.

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