



Understanding Investor Motivations: What Drives Different Types of Investors?

In this section you will find **a foundational overview of the investor landscape** to equip you with the insights needed to tailor PE messaging to the right audiences.

Including:



Who investors are: A breakdown of types of investments and major investor types



Investment decision drivers such as societal goals, risk tolerance and return expectations, etc.



Insights on where these investors operate and what they prioritise

The role of investors in healthcare

Investors play a crucial role in healthcare by providing the capital needed to fund

- Innovative solutions
- Medical technologies
- Healthcare services



Want to learn more about investment in general?

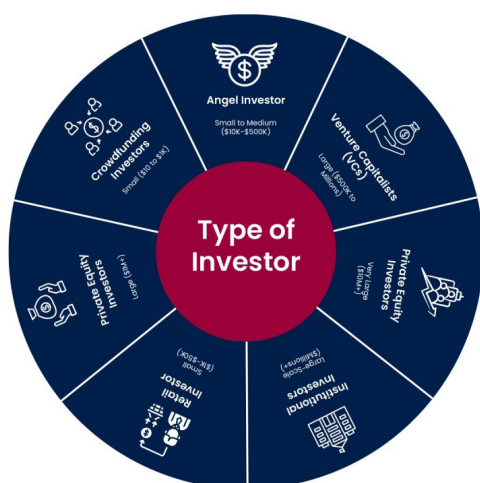
[Check out Investopedia →](#)

Their investments support the development of new treatments, enhance operational efficiency, and improve patient care outcomes.

Beyond financial backing, **investors often bring valuable expertise, strategic guidance, and networks that help healthcare companies scale** and navigate regulatory challenges.

In turn, investors seek returns through the growth and success of healthcare ventures, driving the sector forward and fostering advancements that can benefit both patients and the broader healthcare system.

Different types of investors engage at different funding rounds



Source: *Types of Investors: A Comprehensive Guide with Key Differences*, LinkedIn

Types of Funding Rounds for your Startup				
Funding Round	Pre-Seed	Series A	Series B	Series C
Stage Focus	Proof of concept/ Prototype	Revenue Growth	Growth	Large scale expansions
Common Elements of Growth	Hiring	Development, Operations, Branding & Marketing	Hiring, Market expansion, Buying Businesses	Acquiring businesses, International markets
Amount of Investment	\$10K-\$1MM	\$10MM	\$15-25MM	~\$50MM

Source: *What Are The Different Startup Funding Stages?*, Marquee Equity

While mainly driven by financial returns, Investors may include additional criteria for their investments

Some investors increasingly focus on responsible and impact investing, prioritizing both financial returns and social impact, such as improving healthcare access and addressing health disparities.

APPROACH	TRADITIONAL INVESTMENTS	RESPONSIBLE INVESTMENTS				PHILANTHROPY
FOCUS	FINANCIAL ONLY	NEGATIVE SCREENING	ESG INTEGRATION	IMPACT INVESTMENTS		IMPACT ONLY
				FINANCIAL-FIRST	IMPACT-FIRST	
FINANCIAL GOALS			Target competitive risk-adjusted financial return		Accept low risk-adjusted returns	Accept partial/full capital loss
FEATURES						
				Manage ESG risks		
				Pursue ESG opportunities		
				Intentionality: delivering impact is central to underlying assets/investments		
				Impact investment is measured and reported		
IMP INTENTIONS	MAY OR DO CAUSE HARM	ACT TO AVOID HARM				
			BENEFIT ALL STAKEHOLDERS			
				CONTRIBUTE TO SOLUTIONS		

Source: Adapted from Bridges Fund Management (2014), PRI (2013), RIAA (2019), UK NAB (2017), Impact Management Project (IMP) (2018); Ship2B Venture Website

What's the connection? Patient Engagement & Responsible Investment

"Responsible investment involves considering environmental, social and governance (ESG) issues when making investment decisions and influencing companies or assets. It complements traditional financial analysis and portfolio construction techniques."

— UNPRI



“Responsible investors can have different objectives. Some focus exclusively on financial returns and consider ESG issues that could impact these.

Others aim to generate financial returns and to achieve positive outcomes for people and the planet, while avoiding negative ones.”

— [UNPRI](#)



Want to know more about the [business case for PE](#), its place in [sustainability reporting](#) or just in [general](#)?

Click the links!

Why Patient Engagement Matters for Responsible and Impact Investing

1

Reduces investment risk

by helping investors allocate capital to healthcare solutions that reflect real patient needs and deliver stronger long-term performance

(e.g. patient engagement informs target product profiles and asset differentiation).

2

Builds trust

by identifying ethical, safety, and reputational risks early and reinforcing public and stakeholder confidence

(e.g. patient engagement helps create human-centered and end-user specific solutions).

3

Drives sustainable growth

by increasing the adoption and market success of portfolio companies' products and services

(e.g. strong, long-term partnerships with patient communities increase trust in a company).

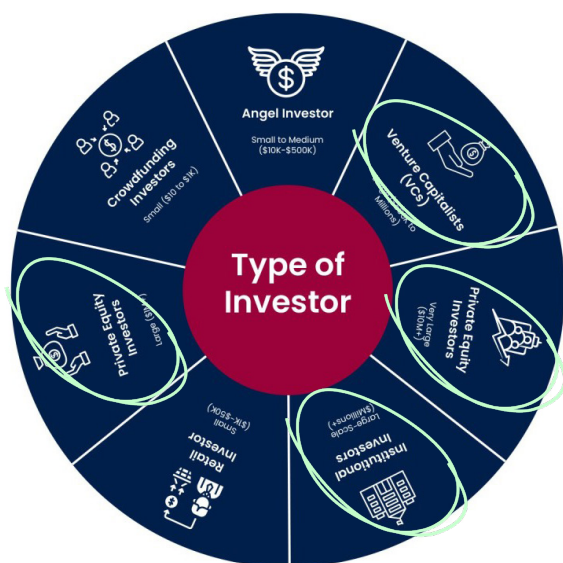
4

Strengthens ESG performance

particularly the social dimension, by being a community and stakeholder engagement impact indicator.

To whom matters Patient Engagement?

Investors that are receptive to patient engagement as an impact driver



Source: *Types of Investors: A Comprehensive Guide with Key Differences*, LinkedIn

In this tool, we recommend **targeting impact-focused and socially conscious venture capital, private equity, and institutional investors**

(e.g. pension funds, insurance companies, mutual funds) **which acquire and hold companies in early stages** (e.g. Pre-Seed through to Series B) **with the goal of long-term growth.**

Usually, venture capital firms invest in early-stage startups, while private equity firms focus on established companies with growth potential. Institutional investors might invest in both early-stage and more established companies.

Unlike investors focused on facilitating deals or selling assets, such as investment bankers or brokers, these investors prioritize creating long-term value and supporting companies as they scale.

By making long-term investments, **these investors help companies thrive, innovate, and achieve sustainable success.**

They usually hold Board seats at the companies and influence their executive leadership. This makes them key partners for embedding PE as a strategic investment principle driving better healthcare outcomes.

The Investment Lifecycle: Investment works along several steps with distinct purposes

STEP 5

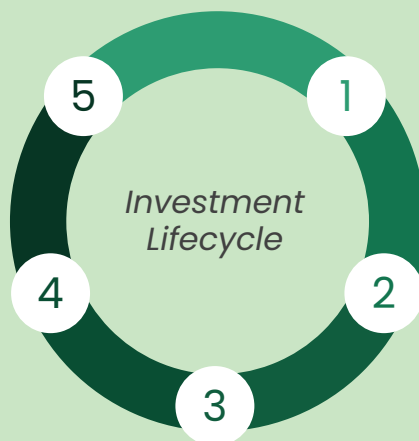
Exit or Retention

Investors decide to sell/exit (via IPO, acquisition, etc.) or hold/retain based on performance and strategy.

STEP 4

Scaling

Investors provide capital, strategic guidance, and operational support to help the investment grow and maximize returns.



STEP 3

Investment Decision

Considering due diligence findings, risk-return profiles, and strategic alignment to determine whether to proceed with the investment.

STEP 1

Opportunity Identification

Analysis of market trends, emerging sectors, and financial data to spot potential high-growth opportunities.

STEP 2

Due Diligence

(Engagement & Assessment)

Evaluation of financials, business models, risks, and ESG factors to assess the viability of an investment.

Reference: [LinkedIn Post on Investment Lifecycle](#)

Where Investors Mingle: Some key conferences

Find more under the "Investor → Conferences" badge on Synapse

Q1	Q2	Q3	Q4		
 BIOTECH · HEALTHTECH · MEDTECH IN MIAMI	 bloom burton & co <i>/accelerating returns in healthcare™</i>	 ESG in Life Sciences Summit 2025	 Baird Conferences	 IFRS Sustainability	 Impact Europe
 J.P. Morgan Annual healthcare conference	 BIO-EQUITY EUROPE	 Bio International Convention		 BIOTECH · HEALTHTECH · MEDTECH IN LONDON	 BIO Patient & Health Advocacy Summit
	 hlth. EUROPE	 EUROPEAN HEALTH & LIFE SCIENCES SYMPOSIUM 2025		 BIO-EUROPE® 30 YEARS	 Biopharma Sustainability Roundtable