

VISUAL FRIDAY

A LIST FOR FOUNDERS IN MEDTECH & LIFE SCIENCE

8



THINGS
MORE IMPORTANT
THAN BUILDING
YOUR BRAND.

#1

GETTING FUNDED

"We'd love to improve our story and our look and feel. But right now we don't have the budget. Once we're through this funding round, we'll make it a priority."

Belief:

Money first, then the brand.

OH WAIT...

This is the chicken-and-egg that can easily kill your startup.

A clear, confident brand improves your odds in fundraising — dramatically.

That first impression, the conviction it signals, does the heavy lifting with investors before they've opened your deck.

You're not in uni anymore. Winging it won't cut it here.

#2

FINISHING PRODUCT

"It's too early for brand. We're not out there yet. First, we need to finalise our product."

Belief:

Brand is for when you
have something to show.

OH WAIT...

Once your product or MVP is ready, who will know it's there?

Awareness takes time to build. And your innovation is complex. Brand is what translates that complexity into something that compels before a single spec is read.

The founders who take brand as seriously as their product, from the start, arrive at launch with a willing crowd already waiting.

#3

GETTING TRACTION

"Every startup advisor says: get customers first. Everything else can wait."

Belief:

Traction is the only metric that matters right now.

OH WAIT...

In medtech and life science, there are years between promise and proof. Multiple funding rounds before a single real customer.

You will never reach traction if you can't convince investors at every stage along the way.

Your brand is what sells the promise, long before the evidence exists to sell itself.

#4

BUILDING THE TEAM

"It's just the three of us. Let's get some more people in first — then we'll think about brand."

Belief:

We need people before
we need a brand.

OH WAIT...

Your brand tells you who belongs in the team, and it's what draws them to you.

The best people have options. Less risk, more pay, elsewhere. What makes them leap to you anyway?

A story worth being part of. A culture rooted in clear values. A brand that shows you mean it.

#5

GETTING CERTIFIED

"Without CE mark or FDA clearance, we don't have a product, nor a company. That's where every hour goes."

Belief:

Regulatory is the only priority right now.

OH WAIT...

One of the key factors in a smooth regulatory process is a precisely defined product: what it is, who it's for, what it does.

That's brand positioning. Define it vaguely at the start and you may find yourself repeating the entire process because you chose the wrong lane.

Vague positioning is expensive. Ask anyone who's been there.

#6

FINDING PARTNERS

"We're small. Let's land some strong partners first; they'll help us move faster."

Belief:

Partners will give us
the credibility we lack.

OH WAIT...

Why would a strong partner back an unknown entity? Brand gives them the answer. The clarity, conviction, and momentum that makes the invitation impossible to ignore.

And there's something else: a well-built brand protects your independence inside a partnership. It's harder to be swept toward someone else's direction when you know exactly who you are.

#7

GETTING ADOPTED

"We're in the medical space. Clinicians don't care about branding. They care about evidence and science."

Belief:

Our data will do the talking.

OH WAIT...

Your science needs to be solid. That's non-negotiable. But would a busy specialist even consider a solution that looks like a science project?

To advocate for you — to take you to peers, to the board — they need to believe in your presence as much as your proof.

An unshakeable brand is what gives them that confidence.

#8

SAVING TIME
& MONEY

*"We'd love to invest in brand.
But our budget and team are
stretched as it is. We need to
cut, not add to the pile."*

Belief:

Brand is a luxury we
can't afford right now.

OH WAIT...

Brand is a decision-making system. It tells you what to focus on, but also what to let go of.

It aligns your team around the same priorities, eliminating the wasted effort that comes from pulling in different directions. Fewer wrong turns, less rework, clearer days.

Instead of adding to the pile, brand will make your startup life easier.

*COULD THE
THING YOU
KEEP PUTTING
OFF...*

*BE THE THING
THAT MAKES
EVERYTHING
ELSE EASIER?*

If this has
made you
think, maybe
it's time to talk.



Peter Kuyt | Visual Friday

Serious Brand Building for Serious Startups