

VISUAL FRIDAY

SERIOUS BRAND BUILDING

(for serious startups)

*Real change happens
when people fall in love
with a different version
of the future.*

- Seth Godin

Inspired by the courage of entrepreneurs and the ingenuity of inventors and scientists, Visual Friday is on a mission to boost the startups that are improving our health.

Moving from lab to market is the challenging transition from focusing inward to reaching out to connect with your audience. Realising your vision requires clients, investors, new team members and partners to get on board of your venture.

SERIOUS IMPACT

If you want them to take that leap, you need to make them fall in love with your idea, your dream, your mission.

This is where we come in. We help to sharpen your story and we design and develop your brand identity, so that your audience not only notices but actually engages.

Let's get serious about building your brand so you can create some serious impact!

Peter Kuyt, owner Visual Friday





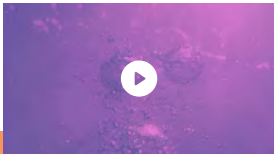
LungHealth
breathing innovation

Millions of people everywhere suffer daily with respiratory illness. This number is only growing. And while there is a huge amount of research being done by leading specialists all around the world, too little of this research is being converted into viable products and therapies accessible to patients. The link of this innovation ends up reaching the very people who are desperate for solutions.

We can change that.

Working together with you, we can discover and surface promising products. Together, we can bring them to market and to patients faster and successfully. Together, we will change the world of lung health.

WE CAN DO BETTER.



JOIN US.

Researchers, investors and entrepreneurs, if you're interested in what we're doing, get in touch with connect@lunghealth.nl

A STARTUP FOR STARTUPS.

Inspired by the Dutch Lung Foundation (Lungfonds), LungHealth was created as a vehicle to bring the most promising innovation in respiratory research to the world. A startup for startups, LungHealth's mission is to speed up the journey from bench to bedside, to ensure that promising innovations reach the hands and lungs of respiratory patients everywhere.

For each innovation selected, we bring together the necessary inventory and expertise to build a business around this cutting-edge research and convert it into a marketable product.

STAY UPDATED.

Sign up for our newsletter and we'll keep you posted on LungHealth developments.

 **LungHealth**

LungHealth is a initiative of the Dutch Lung Foundation

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TOGETHER, BRINGING IDEAS OUT OF THE LAB...






AND INTO THE WORLD.

Let's come together. lunghealth.nl

VENTURE
BUILDING
EXPERTISE



LUNG RESEARCH INNOVATION.



LungHealth
breathing innovation



LungHealth
breathing innovation

BRAND GUIDE.



LungHealth

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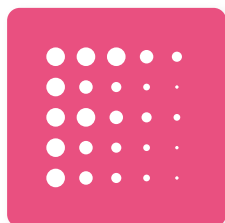
A strong brand identity is contagious and inspiring. To the outside world, it shows what you stand for. It helps you to gain momentum: attract launching customers, obtain investments for further growth and build your team and network. Internally, it creates focus and confidence. It unifies the team and aligns its efforts towards the company's goals.

CONFIDENT BRAND IDENTITY

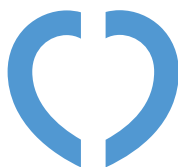
Authenticity and intent are key. Your brand identity should be a representation of the character, values and ambition of your company. At the same time, it needs to resonate with your target audience.

The health industry has its specific conventions to acknowledge, as well as its clichés to steer away from. When designing your brand identity, it's important to find the balance between standing out from your competitors, while maintaining a familiar feel and trust with your clients and users.

Every expression contributes to the strength of your brand and every brand ambassador helps to reinforce it. A clear and practical brand guide is essential to maintain consistency in all brand expressions.



ForceSense



Haermonics



allergios



CONCORD
neonatal



AETHERUS
Inspire.



LungHealth
breathing innovation

POROUS

Cortical Bone Microstructure Analysis



Self Safe Sure

The most condensed, simplified version of your brand is your logo. Your audience may notice it briefly, passing by on a busy event or browsing their news feed. And however short this encounter, we want it to establish an emotional connection, a *hook*.

STICKY LOGO DESIGN

A good logo is *sticky* and makes people look twice. If there is something clever or intriguing about it, it grabs the attention and holds it just long enough to reveal more of your brand story. And the way your logo is tied to that story makes it memorable for those who've seen it and easy for them to share with others.

Logo design matters, just like a first impression matters. It creates the bias that determines how someone values your company. It influences the subsequent decisions: Do I dare to be a launching customer? Are these guys serious enough for my investment? Is this a professional team I'm about to join?

As a startup, it can be tempting to just wing it and throw something together, but that's something you really cannot afford; getting this right will definitely pay off.

Building a startup is the exciting challenge of developing your solution and getting it into the world. It is also the journey of numerous meetings with people who need to say YES to advance your growth. From pitching to investors and applying for grants, to convincing prospects and partners, this journey is a demanding string of one-shot opportunities. And your presentations are crucial.

ENGAGING SLIDES

The main pitfall for any scientific startup is telling too much at once. To you, every detail matters. But for your audience, not so much. Or not yet. There are countless alternatives for investors or buyers to spend their money (and their attention). Remember the purpose of your meeting (getting a next meeting) and strike everything that does not resonate with that purpose.

Plenty of checklists will tell you how to compile a pitch deck. But checking the boxes is not enough. Emotion trumps ratio in decision making. Does your audience *feel* the urgency of the problem you're solving? Understand why and how you do it? Feel your drive, your passion? Can they fall in love with your venture?

The visual support of your presentation is vital. It draws the viewers into your mission, invites them to engage, explains the technical essence with beautiful simplicity. All while expressing a consistent, professional quality that builds trust.



Features of the Lapron Boxtrainer



Learn Anywhere

The Lapron is an instructor in a box without receiving.



All instrumentation

Enables the use of any device, measurement, measuring devices always prepared with appropriate, real-world instrumentation.



Plug & Play

Set up in under a minute: connect the power plug and camera and you are ready to train.



Log in



Online

Always online. Show your learning curve and all your exercises online in your portfolio that you are able to share with your educators.



Network

The network of Lapron-trainers have access to published benchmarks, analyzing the training results of the students in international standards.



if risk reduction portfolio



if risk reduction portfolio



if risk reduction portfolio



if risk reduction portfolio



if risk reduction portfolio



if risk reduction portfolio



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if risk reduction portfolio



if risk reduction portfolio



always better



always better: If you use combined a surgery to 20 lessons through 7000 training, it will be a safety benefit. Lapron is equipped with 3000Gems technology. The first taken to complete an exercise, it also measures the color of your instruments. 30 different factors are taken into account.

But also density and fitness. The Lapron box trainer is the **first force measurement in laparoscopic training to make automatic any.**

It advances work during surgery. The more automatic produce to the tissues affect will improve the

if Surgery - Amsterdam UMC.



if Surgery - Amsterdam UMC.



if Surgery - Amsterdam UMC.



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new on progress



new on progress: If you use combined a surgery to 20 lessons through 7000 training, it will be a safety benefit. Lapron is equipped with 3000Gems technology. The first taken to complete an exercise, it also measures the color of your instruments. 30 different factors are taken into account.

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www.laprob.com

Practice makes perfect

As with all skills in life, practice makes perfect.
Would you confidently step into a car with someone who's had just one driving lesson?
To become adept at something, you need to practice. A lot.

Laprob's robotic skills can be practised for a considerable box trainer, but they risk its problems. A conventional box does not provide feedback, so as an educator, you have to invest time and effort to support the training. When a student is training alone, there is no record of the tasks they have performed, and there's no way for them to determine when they are ready for the next task.

we've put all our
**thinking
inside the box**

With the Laprobox box trainer you get all our **thinking inside the box**.
The sensor system, integrated in our box trainer, automatically tracks the performance of the students. This allows students to train without supervision, while still receiving feedback.
Any brand of instruments can be mounted on the Laprobox trainer. Using the same instruments and custom materials your students will be using on the OR increases the transfer of skills to increase practice.

www.lapron.net

that interaction between the mentor and the trainee and that's a wonderful asset.

Prof. dr. Donald L. van der Peet
Professor of Surgery
Amsterdam UMC

By using the Lapron boxtrainer we can really notice if there is any incremental change in proficiency, if there is any subtle yet very strong box-kick. So it not only provides the competences that are necessary but also a possibility to do some research and provide the residents with better instructions.

Dr. N. van Suijdam
Trainee having worked with the Lapron box-trainer

In the early stages of a startup, the main purpose of the website is to confirm the brand's existence and its mission. As a strong expression of your brand, it shows you are taking your business seriously. A clear visual presentation helps people to understand what it is that you do. An inviting call to action and an easy way to get in touch enable the right people to join your venture.

AFFIRMATIVE WEBSITE

The website is a living thing and grows with you as you advance on your journey. Indeed, it will be used by stakeholders to evaluate the status of your company. To support this dynamic, a staged and adaptive process works best: start simple with a basic one-pager (problem, solution, team, contact), and gradually add content blocks and pages as you make progress.

Keeping things essential however is important in all stages of the startup. *Less is more* certainly goes for web content. Replacing words with images and icons is a good way to acknowledge that your visitors are browsers, not readers. Also keep in mind that different audiences have different objectives. Structure the information on your website accordingly. The scientific background might be valuable for a few, but must not distract the many.

Keep your website relevant and up to date by regularly adding news items. If you intend to gain traction online, pay proper attention to the performance in search engines.



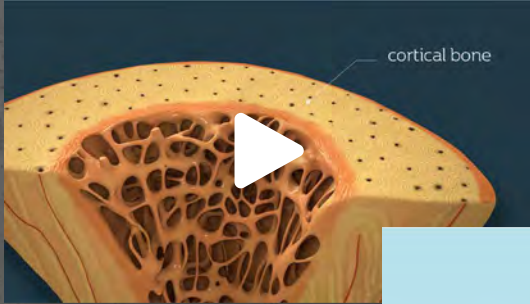
Although nowadays your brand's digital expressions clearly outweigh the physical ones, there are still many situations where having excellent print work can make a difference. There is even something magical about putting your branded material in the hands of your target audience. An opportunity to convey the level of quality and professionalism.

ELEGANT PRINT WORK

Of course, this only goes when you have paid enough attention to the composition of this material. Which again is a question of how seriously you are taking your brand and your audience. Facilitate easy digestion of the content with a fresh and clean layout. Support the brand feel with clear infographics and stunning photography.

Besides the marketing material, aimed at new prospects, the printed material for existing clients and users is equally important. Their role in building your business is crucial. How do they feel about your brand? Delighted enough to share positive experiences with their peers?

When everything in your operation is still in constant motion, creating (up to date) printed material can be challenging. Iterating with small batches allows you to adapt to changes and follow the growth dynamic.



Video is an indispensable medium in building your brand. It provides an opportunity to educate, inspire and activate your audience at the same time, within a few minutes. And even without Hollywood budgets, there are plenty of options to create a powerful video for your startup. Which can also be overwhelming; how do you choose the right format and approach?

CAPTIVATING VIDEO

As with the other media described in this guide, it all starts with purpose. Who's it for and what's it for? An introduction for the general public, a sales pitch for specialised launching customers, or an instruction for users?

If you need to prove that your solution is already out there, you want to shoot video of a real world use case. If you want to appeal to the emotion of the viewer, show expressions of users that benefit from your solution, supported with the right sound and music.

If the purpose is instructional, animations can be very effective. With the flexibility to highlight whatever needs emphasis and leave out distracting details. Simplify to clarify. The subject's complexity and available budget will drive the choice between 2D or 3D animation.

Whatever type you choose, the video's storyboard is pivotal for the creation process. Make sure to get all stakeholders to provide input, feedback and sign-off before moving on to production.

Because life without
knots is just a lot
more comfortable...



SuperSeton
Smooth, simple, secure.

www.superseton.com

SuperSeton
Smooth, simple, secure.

**Finally, the knotless seton:
smooth, simple and secure.**

This smart Dutch innovation can prevent unnecessary
irritation and inconvenience for your patients, and even
offers an increase in mobility and quality of life.

With its ease of use and seamless fit within your current
practices, SuperSeton truly makes treating patients
quicker, easier and more efficient.



Please ask for
the yellow seton!

www.superseton.com

Attending a trade show or conference in your particular field can be a very effective way of engaging with your target audience. Where else would you have them all together at the same time?

Choosing to have a physical presence at an event, is taking on the challenge of capturing the attention of a very busy and distracted crowd.

INVITING EVENT MATERIAL

To have a meaningful conversation about your venture, you first have to make sure that the right people notice you and stop as they pass. What do they see from a distance that makes them feel '*this is for me*'? Within the context of the event, what will be quirky or bold enough to stand out and still resonate with your audience's need?

And once they stop, what can you show them to fuel their curiosity? You have teased them, now what will make them take a step closer, come in, talk to you? What is the promise in what you're showing?

Brief encounters do not allow for detailed discussions, and that's alright. The main purpose is to leave an impression that will have them get in touch later. So be memorable. *People forget what you told them, but they always remember how you made them feel.*

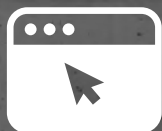
Dress for the occasion. A strong and consistent brand presence conveys professionalism and trustworthiness. High quality event material reflects on the quality of your proposition.



A BREAK-THROUGH IN PREVENTING
POST-OPERATIVE CARDIAC SURGERY
COMPLICATIONS.



Haermonics
pure at heart



COMMUNICATIONS STRATEGY



Clearly, your success largely depends on how well you can make your audience join your mission. Investors, clients, partners, team members, they all need to be actively involved. Yet, they're bombarded with news from all sides and their attention is scarce. How do you make sure that they not only notice you, but actually start to engage?

STRATEGIC COMMUNICATION

How do you draw them into your story, keep them involved and make them feel part of your journey?

For startups especially, it is crucial to master the art of creating a big impact with small investment. Participating in active conversations is more efficient than initiating them. Working one or two channels well beats doing all of them half-baked. A clever guerilla marketing campaign will get you more attention for less. Getting others to talk about you is more effective than doing all the talking yourself.

A practical communications strategy will guide your decisions not only on *what* to share, but also *how* and *where*. It informs how to apply the brand's tone of voice in practice. How to use the many media channels (newsletters, your website's news page, LinkedIn, Twitter) to initiate and maintain a real conversation. Based on an understanding of your audience's needs, it helps to make meaningful connections.



Confident Brand Identity

Do you wear your brand identity with pride? Does it put a smile on your face?



Sticky Logo Design

Does your logo regularly spark a conversation? Can you draw it from memory?



Engaging Slides

Is your audience at the edge of their seats whenever you're presenting?



Affirmative Website

Does your website corroborate the stories you tell? And make it easy to engage?



Elegant Print Work

Do you love handing out your brochure, your business card?



Captivating Video

Does your video resonate with the head, or the heart?



Inviting Event Material

Do passers-by stop in front of your booth? Do they come in?



Strategic Communication

Do you feel supported by a practical plan behind all your communication?

ARE YOU
SERIOUS?



Peter has been part of Concord Neonatal's journey from the start. He has been instrumental in building our brand and brand identity. Backed by his network of creative professionals, he has created all our marketing communication materials, in a consistent and high quality way. Peter has become an important partner in building our company and helped give birth to our brand!

Rianne Rotink, CEO Concord Neonatal

Working with the Visual Friday team was an excellent experience. Peter and the rest of the team members were all very responsive, extremely creative, and the result delighted us all. This project added significant value for our customers and we would happily work with Visual Friday again.

Dr. Frieder Loesel, Managing Director DOASENSE

With a niche product that isn't always easy to explain, I thought a rebrand was going to be difficult. Peter pleasantly surprised me with a rebranding that was consistent, simple and strong. His visual translation of our needs was elegant and really helped tell our story. This guy seriously understands start-ups.

Ernst Elhorst, CEO SuperSeton

Working with Peter was incredible. As engineers, we were pretty impressed how fast he processed complex information like diseases analysis or artificial intelligence topics. How he converted our non-structured thoughts to visuals in an amazing style, was really surprising. Highly recommend!

Sven & Tobias Klimpel, founders Medical Motion

Brand building is not a side project. It's at the heart of your venture. Can you leave this to an external partner? Not unless they totally get what it is that you do. And not unless you yourself are willing to commit to this process as much as you do to the development of your product. Because nobody is going to take your brand seriously unless you do.

INSPIRING COLLABORATION

Let us work together to create a confident brand presence for your venture. At Visual Friday, we are not just brand identity experts. We know (and love!) the startup dynamic and the particular challenges it poses. We are excited to partner with you on your journey. We are looking forward to make your audience leap to join your mission.

Together, let's make some serious impact!



VISUAL FRIDAY

visualfriday.com