



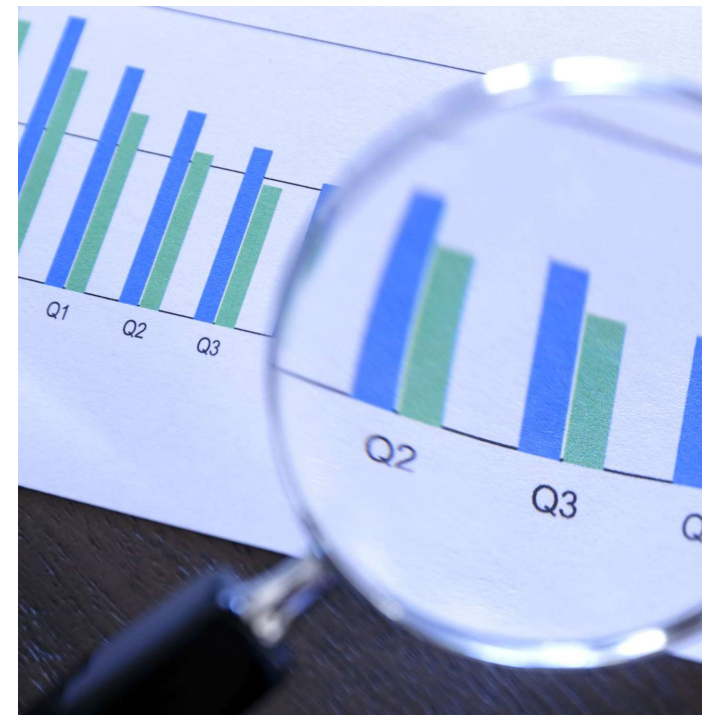
# Market Insights

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# My role in bringing Market Insights reports to life at SVB.

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- Makes recommendations on a content strategy based on past performance.
- Provides recommendations on the report outline before content production.
- Proofreads reports providing analysts with voice and tone recommendations.
- Writes report landing pages featuring key takeaways, and charts.
- Writes email communications for report distribution.
- Updates associated nurture streams.
- Writes paid social media ads for report promotion.
- Supports webinar strategy, webinar registration pages, and emails.
- Writes blogs, infographics, and videos to support report activation.
- Creates a linking strategy across all assets and web components.
- Supports ~13 reports annually.



42 reports

## Healthcare Industry Trends 2022 Annual Report

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### Key takeaways

The latest edition of SVB's Healthcare Investments and Exits report provides information on VC fundraising, investments and M&A and IPO trends - along with subsector analysis and video commentary for each. Healthcare trends indicate US healthcare VC investment was healthy in 2022 despite an economic downturn. There's plenty of dry powder to deploy; however, investments and exits are slowing due to the volatile market.

- 1 More available venture capital to invest**  
\$38B in newly raised funds over the past 24 months and nearly \$20B in new funds set for year-end 2022.
- 2 Second-largest investment year ever**  
Deals and dollars declined after a record-setting 2021, but total healthcare investment for 2022 will exceed 2020, though Q3 and Q4 fell below 2020's quarterly average.
- 3 Exits are sluggish**  
Few IPOs this year and less M&A than expected due to public marketplace erosion.

**Video: Healthcare Investments & Exits Overview**

Watch this video: [Healthcare Investments & Exits Overview](#)

Download this report: [Healthcare Investments & Exits Overview](#)

### The data

US Healthcare Venture Capital Fundraising  
June 2022

Healthcare investments  
**Investors aggressively fundraise into the downturn**

Healthcare VC fundraising hit nearly \$32B in 2022 — second only to the record set in 2021 with an unprecedented amount raised in the first half of 2022.

Private fundraising is predicted to decline to about \$20B in 2023, as most firms recently raised new funds. We also expect investor deal pace to continue to be slower than 2022, leading to longer time between new fundraises.

Note: All figures are in US dollars unless otherwise specified. All figures are estimates based on data provided by industry participants. All figures are estimates based on data provided by industry participants. All figures are estimates based on data provided by industry participants.

ON-DEMAND EVENT

## Navigating the Current Downturn in Healthcare

Register below to unlock the on-demand webinar featuring an expert panel discussing the current state of healthcare investments and exits.

Recording Date | January 25, 2023

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**Featured speakers**

- Carolyn Ng**, Partner, TPG Life Sciences Innovation
- Julie Yoo**, General Partner, Andreessen Horowitz
- Erin Brodwin**, Health Tech Reporter at Axios

Get perspectives from Carolyn Ng, partner, TPG Life Sciences Innovation; Julie Yoo, general partner, Andreessen Horowitz; Jan Norris, managing director, Healthcare, SVB; moderated by Erin Brodwin, Health Tech Reporter at Axios.

Register to access the on-demand webinar and to learn:

- Key trends from SVB's Healthcare Investments and Exits report
- Healthcare subsector insights and emerging trends in biopharma and healthtech
- Valuations and fundraising in the current economic climate
- Predictions for the state of healthcare in 2023

Access [SVB's Healthcare Investments and Exits Annual 2022](#) report and subsector videos. Read the blog ["Investors from TPG and Andreessen Horowitz share the future of healthcare"](#)

Investors from TPG and Andreessen Horowitz share insights for navigating the downturn in healthcare

January 25, 2023

Key Takeaways

- Focus on milestones and how funding is going to enable true value creation.
- Refrain from getting tripped in valuations.
- Expanded syndications and CVC strategies are good options for raising capital.

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### SVB's Healthcare Investments Exits Webinar Highlights

SVB published its annual [Healthcare Investments and Exits](#) report covering information on VC fundraising, investments and M&A and IPO trends for the entire year of 2022. Shortly after, find the privilege of sharing the report findings and commentary with two of my partners in the life science and healthcare ecosystem: Carolyn Ng, partner and managing director at TPG Life Sciences Innovation, and Julie Yoo, general partner at Andreessen Horowitz. In a webinar titled, [Navigating the Current Downturn in Healthcare](#). The panel was moderated by Erin Brodwin, Health Tech Reporter at Axios.

For a quick overview of the first half of 2022, please read [Healthcare Trends H1 2022: Insights and advice for founders](#).

This blog highlights the panel discussion centered around fundraising, valuations and deal structures. Be sure to watch the on-demand webinar for the complete Q&A conversation.

### What advice do you give life sciences and healthcare founders fundraising in down markets?

**Carolyn Ng's perspective:** For companies raising money in biopharma, focus on prioritization of your pipeline programs by understanding the key value drivers for your fundamental science and technology. This is particularly pertinent for companies with a pipeline approach — be prepared to explain which specific clinical programs and indications you are pursuing and why your modality makes a real difference in these applications. Be thoughtful about defining and articulating to investors specific, measurable milestones that you can achieve with the funding and how these milestones enable value creation, both for patients and investors.

Should funding be limited in this market environment, conserve resources and work on truly differentiated programs delivering benefits to patients instead of being the incremental headline "me too" in a leading...

# Example: Healthcare Exits and Investments

- Landing page: <https://www.svb.com/trends-insights/reports/healthcare-investments-and-exits>
- Webinar: <https://www.svb.com/trends-insights/webinars/healthcare-investments-and-exits-report-webinars>
- Blog: <https://www.svb.com/business-growth/access-to-capital/healthcare-investors-discuss-navigating-the-downturn>