

White Paper – Success factors for digital health start-ups from Europe

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07/10/2021 Global investments in digital health companies are growing rapidly and have exceeded USD 20 billion in the first 9 months of this year.

Against this backdrop Porsche Consulting together with Digital Health Ventures and XR Invest, looks back at Roche's acquisition of mySugr in 2017, the first relevant digital health exit in Europe.

Four years after the acquisition, the eight success factors identified provide important indications for the development and scaling of digital health start-ups out of Europe. In addition, conclusions can be drawn for a successful cooperation of start-ups with pharmaceutical companies before and after a takeover.

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