

# DANLEY ADVISORS

healthcare + hardware



# OUR FOUNDER.



Daniel Dudley is a serial entrepreneur, advisor and investor, having led companies and raised investment funding in the areas of medical device, life sciences, and tech-enabled clinical services. A graduate of multiple accelerators, he serves as an EIR and mentor through a number of incubator programs and venture studios across the United States and Canada.

Mr. Dudley has spent more than a decade at the intersection of operations, growth, and strategy for healthcare and hardware companies, many of which have received scientific recognition (through NIH/DHA funding), industry recognition (such as MedTech Innovator), raised tens of millions of dollars in equity funding, and gone on to successful liquidity events.



# HOW WE ENGAGE.



Our individualized partnership approach allows us to tailor the depth and scope of our involvement to our clients' individualized needs, ensuring they get the right expertise at the right time to achieve their specific goals.

## VALIDATE

Concept evaluation for P.I.s or Tech Transfer Officers considering licensing or spin out opportunities. Strategy and mentoring for research-stage and pre-revenue companies navigating 0-to-1.

## BUILD

Tactical coaching and hands-on execution support for founders actively commercializing healthcare and hardware products; either contracted directly with companies through or as a part of an incubator or accelerator program.

## SCALE

Personalized strategic and operational advisory for visionary leaders and their investors to drive efficiency and performance for growth-stage healthcare and hardware companies, backed by over a decade of hands-on operator experience as a founder and executive.

## INVEST

Independent, high-touch deal flow, advisory services, and direct investment opportunities for individual investors, family offices, and firms seeking early exposure to promising medical device and health technology innovations.

# VALIDATE.

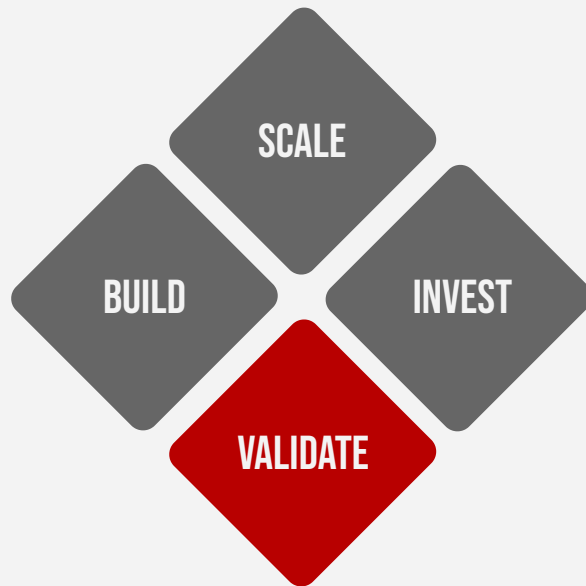
Concept evaluation for Principal Investigators or Tech Transfer Officers considering licensing or spin out opportunities. Strategy and mentoring for research-stage and pre-revenue companies navigating 0-to-1.

## IMPACT AREAS

- **Freedom-to-Operate & Market Assessments**
  - Competitive dynamics, market sizing, infringement risks/barriers, and commercial viability based on current status and intended roadmap.
- **Non-dilutive Funding**
  - Source, draft, and administer grants contracts for third parties
- **Investor Readiness**
  - Narrative coaching, material development, and securities strategy.
- **Business Formation**
  - Structuring and governance design for founders seeking to align corporate strategy with investor expectations and long-term growth.

## COMPANY

- **NVL Studio**
  - Vertical agnostic venture studio focused on non-conformist, and underrepresented founders building tech companies in the Midwest
- **Entrepreneur-in-Residence for:**
  - The Entrepreneurs' Center



# BUILD.

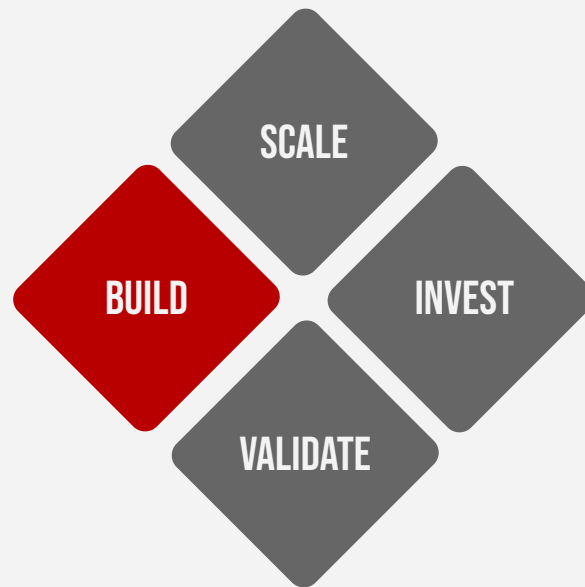
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## IMPACT AREAS

- **New Market Development**
  - Recruiting/cultivation of key opinion leaders and insiders to support go-to-market activities and accelerate path to market penetration.
- **Operations Design**
  - Scalable and efficient process and technology planning—rightsized and aligned to the company's specific growth trajectory & milestone targets.
- **Regulatory Strategy**
  - Practical, forward-looking regulatory advisory focused on reducing approval risk and streamlining timeline to approval/market entry.

## COMPANIES

- **New Valley Labs**
  - Engineering and G2M skunkworks for high-growth founders—the type of firm we would have wanted to work with when we were building.
- **Accelerator Program Mentor for:**  
Plug and Play MedTech || Plug and Play LifeTech || Rev1 Ventures Customer-to-Capital || FedTech Startup Studios



# SCALE.

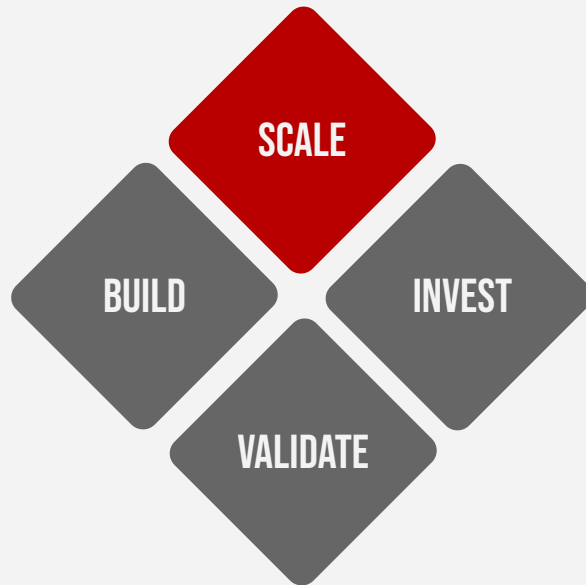
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## IMPACT AREAS

- **Investor & Board Relations**
  - Relationship management focused on clarifying performance and positioning company for continued capital support.
- **Fractional Executive**
  - Embedded resource for executive leadership, decision-making, and near-term execution covering gaps in operations, finance and strategy.
- **Independent Board Advisory**
  - Objective, experienced board-level support for governance, strategic decision-making, and organizational accountability.

## COMPANIES

- **Iatro Advisors**
  - Specialized advisory firm focused on scaling clinical and operational performance for VC-backed Telemedicine and Digital Health companies.
- **Preferred Partner for:**  
Jumpstart Ventures || FedTech Alumni || Vessel & US Angel Collective || Midwest Pediatric Device Consortium



# INVEST.

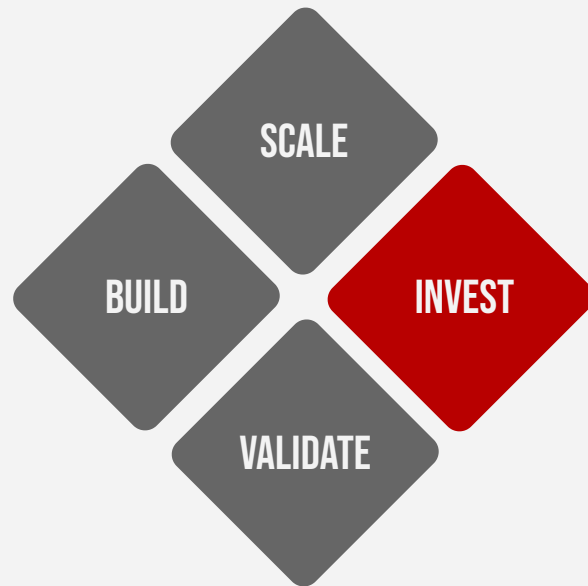
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## IMPACT AREAS

- **Curated Dealflow**
  - Source, vet, and present early stage companies tailored to an investor's risk appetite and sector-focus through our proprietary relationships with founder networks, research centers, and healthcare accelerators.
- **Strategic Portfolio Advisory**
  - Ongoing support for active investors including post-investment monitoring, founder engagement, investment evaluation, and co-investment opportunities.

## COMPANIES

- **Grand Rounds Capital**
  - Pre-seed fund focused on clinically supported, evidenced-based medical technology companies close to a significant valuation inflection point.
- **Grand Rounds Angel Clubs**
  - Investment syndication and LP education opportunity for clinicians interested in medtech venture investing.





# PARTNER WITH US.

Validate + Build + Scale + Invest

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