

# VVF Impact Fund Announces Minority Investment in DrugViu



March 29, 2021

The VVF Impact Fund today announced a seed-stage investment in DrugViu, a provider of clinical trial platforms to advance autoimmune research for minority populations. The Fund's investment will support the expansion of DrugViu's team and the enhancement of its pipeline of pharmaceutical and academic research customers.

DrugViu empowers communities of color by creating platforms that both match underrepresented populations with clinical trials and provide insights to customers through electronic health records, medication side effects, and drug effectiveness. The company is currently partnered with several prominent pharmaceutical and academic research institutions.

"DrugViu is a great investment for us," noted John Eshirov, Managing Director, Impact Fund at the time. "We are backing an incredibly strong management team in a sector where we could add value. The Impact Fund is honored to be involved in the early stages of DrugViu's journey, and we wish Kwaku and Mel the best for the future." The Fund will continue to support DrugViu by deploying a team of UVA students dedicated to ensuring the operational success of DrugViu. Students will provide broad support from marketing and technological initiatives to facilitating relationships between the Company and UVA Health.

"Since launching the Impact Fund in the Summer of 2020, it is incredible that we had the opportunity to co-invest alongside Riverflow Growth," mentioned David Malkin, Co-President of VVF at the time. "Our investment in DrugViu establishes the foundation for future investments in minority owned businesses hoping to make a large scale social change. We cannot wait to see what DrugViu and our future portfolio companies are able to accomplish."

DrugViu's AI-driven platform provides pre-market insights by referring autoimmune patients to ongoing clinical trials, and post-market data through the collection and analysis of the real-world effects of drugs on minority populations. Demand for this data has increased as the FDA continues to mandate pharmaceutical companies diversify their clinical trials.

## ***About the VVF Impact Fund***

Founded in June 2020, the VVF Impact Fund focuses on bridging the gap between minority-owned businesses and financial and operational capital. The Fund primarily invests in minority-owned startups and companies operating in the ESG space dedicated to promoting social good around Charlottesville, VA and across the nation. The Impact Fund is entirely run by UVA students who leverage their skills, experiences, and networks to invest with the purpose of increasing representation in business ownership. Please visit <https://www.virginiaventurefund.com/> to learn more.

## ***About DrugViu***

Founded by Kwaku Owusu and Melanie Igwe, DrugViu works with autoimmune patients, pharmaceutical companies, and academic research institutions to advance health outcomes for people of color. Minorities make up less than 10% of clinical trial participants despite making up roughly 40% of the U.S. population, and common drugs affect minorities differently than their White counterparts. DrugViu bridges this gap in data by matching autoimmune patients with ongoing clinical trials, and collecting and providing autoimmune drug response data from underrepresented patients to pharmaceutical companies and academic partners.