



Vacancy

# Funding Director





Pulse4All offers hassle-free, affordable AEDs for private individuals and SMEs through a full-service monthly subscription. The Funding Director will enable the company's expansion initially across 10 new European countries by driving fundraising efforts, securing new investors, and managing the company's financial strategies.



## Requirements

- 10+ years of experience
- In finance and modelling
- And fundraising and deal structuring
- Entrepreneurial self-starter
- Strong stakeholder management

 Amsterdam

 Minimum of 10 years' experience



# Pulse4All

**Every year, half a million people in Europe suffer from cardiac arrest. Only 10% survive. With a sufficient number of properly functioning AEDs available, 350,000 lives could be saved each year. Unfortunately, there are still far too few properly functioning AEDs.**

Peter Houtzagers, an experienced serial entrepreneur, launched Pulse4All in the Netherlands after noticing in his previous business that many AEDs in the field no longer function properly due to lack of maintenance.

The purchase of an AED requires a significant upfront investment. Additionally, AED maintenance brings substantial costs and hassle for the AED owner. Therefore, Pulse4all offers consumers and SMEs the most reliable and best-selling AED in the world in the form of a fully serviced and all-inclusive package, for a fixed monthly fee. The first true Product-as-a-Service offering in the global AED market.

Over 1,000 AEDs are sold every day in Europe, and the market is growing. Pulse4all simply taps into that existing demand: Pulse4all is easier, safer, and more cost-effective than purchase. ▶



Launched in mid-2023, Pulse4all currently has hundreds of customers in the Netherlands. Sales numbers in the UK and Ireland are comparable to those in the Netherlands. Mid 2025, sales will exceed 500 subscriptions a month in 15 European countries.

Pulse4all is the first true circular and sustainable AED supplier of the world. To avoid unnecessary waste, an AED is only discarded when it has reached its full technical

lifespan. For maintenance, instead of using Field Service Engineers. Pulse4all simply exchanges the AED on-site. It is the first sustainable and closed ecosystem in the AED market ever.

Pulse4All is on a mission to save lives, make this world a better place, and set the new standard in the European AED market. In order to achieve its ambitious goals, the company has introduced a revolutionary funding model which will be the basis of their future growth strategy. ▶







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# Funding Director

**The Funding Director will play a pivotal role in securing investment opportunities and developing strategic financial partnerships to fuel the growth and expansion of Pulse4All. They will lead fundraising efforts, manage investor relations, and develop financial strategies to ensure the long-term sustainability and success of the company.**

Pulse4All introduces a new innovative funding model to support the company's ambitious expansion plans and increase profitability. The Funding Director will be responsible for implementing comprehensive fundraising strategies which align with the company's growth objectives and financial requirements and drive the model's success.

One of the Funding Director's most important responsibilities will be managing Pulse4All's investor relations. The company needs to secure around 50 million euros of funding in the coming years. The Funding Director will identify, evaluate, pursue and secure potential funding sources including angel investors, venture capital, private equity, financial institutions and government grants. Applying a commercial mindset and deep understanding of the various investor's priorities, they will prepare and deliver engaging and persuasive compelling pitch decks, financial models, and presentations showcasing the company's vision, strategy, and financial outlook. As the primary point of contact for both existing and potential investors, they will actively cultivate and maintain strong relationships with various key stakeholders, keeping them engaged and informed about the company's progress, milestones, and financial performance. ▶

This type of scale-up offers plenty of opportunities to solve complex problems with creative solutions and requires the right balance of structure and flexibility. The Funding Director is analytical, entrepreneurial, and ready to play a very hands-on role in this dynamic scale-up organization. They understand how funding, finance and business intersect and reinforce each other. Working closely with the company's Founders and Head of Operations, they ensure that fundraising activities are aligned with overall business objectives and priorities and proactively identify and pursue growth opportunities. The Funding Director will also collaborate with finance and sales to develop forecasts, budgets, and projections, also monitoring and analyzing key financial metrics, market trends, and industry benchmarks to optimize fundraising strategies and investment opportunities.

Pulse4All believes that no dream is too big to achieve and values out-of-the-box thinking. Based in Amsterdam, the scale-up's team of eight entrepreneurial individuals is passionate about healthcare accessibility and technology and making a positive impact on society. This position is an exciting opportunity for an entrepreneurial finance professional with a background in fundraising, for example in a private equity environment. ■



## Interested?

Pulse4All is working with Top of Minds to fill this vacancy.  
To express your interest, please contact Imke Peters at [imkepeters@topofminds.com](mailto:imkepeters@topofminds.com).

**“At Pulse4All we only see possibilities ahead. The Funding Director will be the driving force behind our ability to expand our operations and provide even more AEDs around the world. Growing our business means saving more lives – what is more important than that?”**

**Peter Houtzagers, Founder**