

SPARK EUROPE WEBINAR SERIES 2021

Wednesdays
at 16.00 CET



SPARK Europe
Education

Why can't I be Elon?

The challenge of selling complex high-tech products to the world

24 March 2021 | 16-17 CET | Dr. Holger Becker

Want to know how to sell your technology/idea/service to the world to keep your business in operation? Wondering what the Gardner Hype-Cycle is all about?

In this webinar, Dr. Holger Becker, co-founder and CSO of microfluidic ChipShop GmbH, will talk about the rules of High-tech-markets and the difficulties of market predictions in a high-tech world, where conventional marketing often fails. He will share his experience and examples of high-tech products in the life-science sector and how he and his company keep on top of the curve for the past 18 years.

Dr. Holger Becker obtained his physics degree from the University of Western Australia/Perth and the University of Heidelberg. He started to work on miniaturized systems for chemical analysis during his PhD thesis at Heidelberg University, where he obtained his PhD in Applied Physics. In 2002 he co-founded microfluidic ChipShop GmbH and since then serves as CSO. He has published in more than 170 journal and conference papers with currently >7.000 citations (and counting).



The webinar is open to all interested people from SPARK associated organizations. Registration to the webinar is required.

Registration to the webinar is required in advance. Please [register here](https://zoom.us/join/zoom/register/tJMsc-6grTgjGtETGY5b7GWy7CCXKfhqEz6) latest on March 23th, 2021.
<https://zoom.us/meeting/register/tJMsc-6grTgjGtETGY5b7GWy7CCXKfhqEz6>

With later registrations access cannot be guaranteed. There are limited number of places available and they are filled in in the order of registration

The organizers reserve the right to change and update the topics and speakers

