Strategies for finding your first customer

Building a new product is one thing. Finding someone who will buy it is much harder...

WHAT
This open Webinar will help you Brew Your Own go-to-market strategy. “Brew Your Own” events aim to give innovators, entrepreneurs, researchers & students inspiration, information and networking opportunities crucial for brewing their own business.

WHO
Learn the fundamentals of go-to-market strategies from Nicolaj Højer, serial entrepreneur and investor. Get inspired from two startups: Hear how Emil Højlund-Nielsen and Copenhagen Nanosystems use crowd funding to market a cheap COVID-19 diagnostic test. Hear how Casper Groot and Dan Christoffersen at TURIS are going to market with their B2B eCommerce platform.

HOW
This Brew Your Own goes on-line. This means that “open microphone” and networking works a little differently. Please give thought to questions you need answered. Preparing well adds value to your networking.

WHO FOR
Anyone interested in innovation and entrepreneurship. Perhaps you are a student, looking for a job - a researcher, hoping to start a company - a startup founder, looking for collaborators.

Sign-up: Registration is mandatory, please sign-up here

For further information, please contact: Anette Birck, Biopeople, anette.birck@sund.ku.dk

Organization and co-creation:
Biopeople, Copenhagen Science City, SCIENCE Innovation Hub, KU