

Online “Brew Your Own” event

Go-to-market - Webinar 14 May 2020

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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:

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Organization and co-creation:

[Biopeople](#), [Copenhagen Science City](#), [SCIENCE Innovation Hub](#), [KU](#)

Brew Your Own is:

- Networking events for start-ups and entrepreneurial scientists and students
- An opportunity to meet, share knowledge and help each other

When:

14 May 2020
9:00-10:30

Location:

Online

Organizers:



KØBENHAVNS
UNIVERSITET

