

# SPARK EUROPE WEBINAR SERIES 2021

Wednesdays  
at 16.00 CET

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Education

## Are you willing to pay for it?

How to find a product-market fit in  
health tech

10 February 2021 | 16-17 CET | Marko Kuisma

Marko Kuisma is a commercial leader and executive with experience in international health tech, health care and life science sectors. He's passionate about improving future health with technological innovations. He has several years of experience from both strategic planning and execution, leading commercial operations and a whole lot of hands-on experience from the front lines. Currently, he is the CCO of Kaiku Health, a cancer care focused digital health company acquired by Elekta in 2020.



As a start-up, you're launching something new to the market. You have a product. There is a market. In order to be poised for commercial success, you need to make those ends meet. Product-market fit is about ensuring that your product fulfills an unmet need on the market, there are people willing to use your product, it creates sufficient value, and at the end of the day, there is willingness to pay.

In this **SPARK EUROPE WEBINAR**, **Marko Kuisma** will share his experiences with practical examples of what is important in finding a product-market fit – and what are the do's and don'ts along the way.

The webinar series is open to all **SPARKEes**, **SPARK mentors**, and **students and staff of SPARK associated organizations**. **Registration to the webinar is required.**

Please register latest on February 9th at:

<https://tuni.zoom.us/meeting/register/u5Ysc--tpj0qH9x8wXHjMxeLOzr9jTimlXqj>

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

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