

November 3rd 2023 | Accelerate Sales for your Tech

From 13:30 to 14:30, room at the gallery by [Sparksense](#)

Spots are limited. Please be sure to register by November 2, 2023!

<https://shorturl.at/szHO8>

The Swiss Robotics Day 2023 is organized by the [Innovation Booster Robotics](#) and [RobotX Center](#), in collaboration with [EPFL](#) and [NCCR Digital Fabrication](#).

This 90-min interactive workshop is your opportunity to gain a strong foundation of Business Development fundamentals. Our goal is for each participant to take away at least one actionable solution to a burning commercial problem for his/her company.

The Robotics & automation market is growing rapidly. This is a unique opportunity for novel solution providers to launch new products and scale-up. Sparksense's team has been engaged with OEM's, Integrators and End users in Europe, North America and also Asia.

We have helped launch Mobile Robots Fleet Management Systems, wireless opportunity charging, inspection drones for confined space inspection, Battery Management or localization and navigation software and Hardware. We have also helped launch novel no-code programming solutions and unique Hardware for Industrial Robots.

We will address four key Sales Topics in small breakout teams:

A team of 4 - 5 participants will discuss related challenges and remedial actions.

- 1. Define & present product features:** How do you communicate, demo, assess and prioritise key product features? Or should you be a licensing business?
- 2. Know your customer & channels:** Who are your real target customers? How do you shape your market access? Which sales channels?
- 3. Build a qualified pipeline:** How do you grow and manage from qualified leads, early adopters, to new customers?
- 4. Pricing for Proof of Concept & beyond:** How do you capture value from your solution, in pilot and in recurring business?

OUR AGENDA

<p>Setting the stage 13:00-13:30</p>	<p>Welcome & Intro from Innovation Booster Robotics Introduction from Sparksense “4 ingredients for a successful Business Development”</p>
<p>Tackle your priorities 13:30-13:50</p>	<p>Breakout sessions to tackle your chosen topic Discuss challenges, share ideas Define action points for your business</p>
<p>Regroup and share 13:50-14:00</p>	<p>Share discussion takeaways and action points Session wrap–up and final Q&A</p>

Voila, looking forward to an interesting, insightful, and fun session together! Innovation Booster Robotics Team & Sparksense

Facilitators for this session

Hervé Flutto, Entrepreneur, Founder of Sparksense

He loves to bring innovative Tech solutions to the market. He launched Sparksense in 2017 to contribute his experience, energy and drive to help grow B2B Tech startups in Europe, North America and now Asia. Business manager by training, Entrepreneur by passion he wants to share his experience with like-minded people. He holds an Executive MBA with IMD, Lausanne, Master in Finance, Master EDHEC Business School and is also GE Six Sigma Black Belt certified.

Sparksense.co is an entrepreneur-driven advisory firm passionate about helping Startups grow their top-line and build lasting partnerships.

Yi Khai Yau, Senior Consultant with Sparksense

Yi Khai manages client relationships to secure successful commercial roll-out across diverse start-ups in the Robotics and Automation verticals across Europe and the USA.

He previously worked in the Public Relations sector where we worked closely with executives at blue chips, as well as startups. With Sparksense, he helps early-stage startups define beachhead markets, Ideal Customer Profile, and coordinates team execution and communication to bring their product to the market. He is also in regular contact with leading players in the market from OEM’s, integrators, value-added resellers all the way to end users. Solutions he has worked with include ultrasonic sensors, advanced IoT sensors, inspection drones, wireless AGV charging, and Interoperable Fleet Management Software.