



Guest Lecture

Valentin Christian Splett

**From idea to market - the digital
health innovation journey**

Friday, 25 March 2022, 3:00pm - 4:30pm, CET

Zoom: ethz.zoom.us/j/61754826663

About Valentin Splett

Valentin Christian Splett graduated in economics from the University of Zurich. After five years in the US biotech / pharma industry, he joined the ETHZ medical device spinoff Ability Switzerland to build and manage its marketing & sales operations from market launch to exit. In 2018, Valentin founded the company Peak Spirit. The company is based in Zurich and advises ventures and acceleration programs in market entry and business strategy for health technology innovation. Valentin is also a board and advisory board member at several health technology ventures and a guest lecturer with several different programs and institutions in the health technology field.

About the Lecture

Digital health is taking the world by storm. Up 10x from seven years ago, digital health funding has almost reached 30BN USD in the US, and research suggests that every 6 minutes, there is a new health app released to the mobile app stores of Apple and Google. However, with healthcare systems only slowly waking up to this new reality, today's health technology entrepreneurs and innovators face enormous systems challenges. Furthermore, digital health is a huge and wide field, and without a playbook that encompasses the depth and complexity of launching and commercializing digital health innovation in its entirety. Based on lessons from >200 market entry projects in health technology, Valentin will illustrate the digital health innovation journey from the idea to the market, and discuss some of the best practices of health technology commercialization that have evolved in recent years.

We kindly invite you to join this guest lecture.

Prof. Dr. Tobias Kowatsch

Assistant Professor for Digital Health, University of St.Gallen

Scientific Director, Centre for Digital Health Interventions, ETH Zurich & University of St.Gallen

Prof. Dr. Elgar Fleisch

Professor of Information Management, Department of Management, Technology, and Economics, ETH Zurich

Professor of Technology Management, Institute of Technology Management, University of St.Gallen

Co-Chair, Centre for Digital Health Interventions, ETH Zurich & University of St.Gallen

Prof. Dr. Florian von Wangenheim

Professor of Technology Marketing, Department of Management, Technology, and Economics, ETH Zurich

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