

Talk at Splinter Meeting

PhD Students Meeting

GETDIGITAL - START(UP), CONTINUE, AND... - A SCIENTIST'S
LESSONS ON FOCUS

Dr. Florian Schatz¹

¹*getDigital, Stern & Schatz GmbH*

getDigital is Germany's largest brand selling gadgets and gifts for geeks and nerds. Within 13 years the company grew to 30 employees, offering a range of over 1000 products and developing unique gadgets. The founders, physicist and computer scientist by profession, applied their specific abilities to launch and advance the company. This talk will be about lessons learned, from good and bad experiences. This talk will be about why to trust your gut instinct, why to do what you are best at, how not to divagate, how to find the people you need, and the challenges that arise from growing.