

SPARK EUROPE WEBINAR SERIES 2024

Wednesdays
at 4pm CET



Introduction to Market Research

Nadav Ofir

Wednesday, February 7th, 2024 at 4-5 pm (CET)
Online Webinar

You have an idea or a solution to a medical condition or a healthcare system's problem (e.g. device, treatment, diagnostics, software, etc)

In this online SPARK Tel Aviv Webinar Series, Mr. Nadav Ofir will explain the logic, present the structure, and dive into the details of conducting market research for medical startups. You will be able to implement this knowledge in planning and conducting your research for your startup.

After this talk, you will:

- understand the importance of asking market-related questions early on
- have a list of topics and questions that need to be answered
- know about methodologies and structure of market research
- able to plan, conduct, and communicate market research

Nadav Ofir has been supporting healthcare startups, multinationals, and organizations in conducting market research for over 20 years. A former senior consultant at Frost & Sullivan, he delivered over 150 medical-related market research projects in medical devices, pharma as well as healthcare IT. He holds a master's in entrepreneurship and innovation from the University of Swinburne.



Online via **Zoom** | Please register [here](#)

Registration for the webinar is required in advance. Please register no later than February 6

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