



Blackrock's Way to Germany

Experiences and Lessons Learned from a US MedTech Company





Blackrock Microsystems – About Us

- History: Founded in 2008 in Salt Lake City as a spin-off of the University of Utah
- Founder: Prof. Florian Solzbacher
- Products: Micro-electrodes, electronics, software and surgical tools for use in the fields of:
 - Neuroscience
 - Neural Engineering
 - Neuroprosthetics
- Customers: 40 % USA / 60 % beyond (mostly Europe)
 - → <u>Decision to open a European subsidiary</u>







Why Germany?

- Many customers in Germany
- Interesting research partners in Germany
- Founder is German and still had valuable contacts





Why Hanover?

- Berlin, Freiburg and Hanover were on the shortlist
- Decisive criteria: Proximity to research partners, costs, reachable location
- Discussion with GTAI on the pro's and con's
- Great support from authorities in the federal state of Lower Saxony
- Financial incentives







Our site in Hanover

- Opened November 2014
- Currently 11 employees, steadily growing
- Sales, support, order handling and production of new product family (polymer based electrodes)
- Proximity to Hanover Medical School and other research facilities



Hanover Medical Park





Challenges

- Finding eligible staff
- Visas for non-EU employees
- Setting up a completely new organization without simply copy-pasting existing structures (→ cultural differences)
- Getting hold of specific machinery





Thank you for your Attention.

Bettina Zidorn, Head of the European Office

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