

ITIR SEMINAR SERIES**REIMAGINING AN INDUSTRY - THE CASE OF "EARGO"****DANNY SHEN**

Founder & President Ruby Robotics, Serial Entrepreneur

Date**Friday,
June 30th, 2023****Venue****Polo Tecnologico di Pavia**

Via Fratelli Cuzio, 42, 27100 Pavia PV

[\(Click here for Direction\)](#)**Time****h4:00 PM**

Eargo designed and built a revolutionary hearing aid that is easy to use, rechargeable, and virtually invisible, with a natural sound quality. It acted as transformative technology since it significantly affected business models and ecosystem structure in the sector of hearing devices. For instance, Eargo can be sold directly to the consumer and is self-fitting, without needing to visit an audiologist. We'll discuss the case of Eargo from an entrepreneurial and business standpoint, covering topics like idea generation, business model development and pivoting, dealing with venture investors in a challenging ecosystem like Boston, etc.

Daniel Shen is a serial entrepreneur: co-founder of EARGO, now he is also Founder & President also at Ruby Robotics. He has a background in medicine and engineering, having attended MIT (undergraduate degrees in Electrical Engineering and Computer Science), the MIT Media Lab, and Stanford Medical School.

Mandatory registration at this link (until seats are fully booked):<https://forms.gle/r1TCmym3Hco8PjJg8>