



Stijn Vanorbeek about hyperscale/microcare business in the US and Europe

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Peter Verhasselt
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Hyperscale and Microcare are the most important drivers of the digital economy. The focus is on scalable online services that fill in the job-to-be-done of consumers or business users in a customer-focused way. How do decision-makers look at this? We asked Stijn Vanorbeek, successful Belgian entrepreneur, now in the US.

After a successful hardware venture (FX Motion, now Ross Robotics) Stijn Vanorbeek is now a partner at K5 Ventures, an early-stage venture fund and funding platform in California. He possesses the unique combination of a sales person, CTO and product manager profile and can, like no other, make a comparison between Europe and the US.

Read the interview on [Bloovi](#) now! (in Dutch)

About Hyperscale & Microcare

In this interview series Peter Verhasselt and Nick Boucart of Sirris zoom in on the essence of digital business: scalable online services. It is not software or yet another hype of technology that is central to this, but the ability to combine scalability and customer centricity. Order their book 'Hyperscale& Microcare' [here](#).

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