



Workshop N°7

What problem or pain point are you solving? (Product Market Fit)

5th November 2025
09:30-11:30 CET

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APPROACH

SALES PERFORMANCE - EU

MARKET SHARE: 15%

TOTAL REVENUE: €3,5M

Q4 TARGET +20%

13,600 UNITS 22,56M 18,60M 18,30M 2,000M 12,00M 11,60M

Value	Label
13,600	UNITS
22,56M	
18,60M	
18,30M	
2,000M	
12,00M	
11,60M	

€ 1,2M
8,8M
2,5M
1,5M

€

Introduction

Product Market Fit (PMF)*

= Product market fit (PMF) is the **alignment** between a product and the needs of a target market, which is crucial to ensuring the success of a scientific enterprise and avoiding the risk of an unsuitable product.



The overlap between your product and market demand is your opportunity

* Andy Rachleff (Sequoia Capital)

Introduction

Why is Product Market Fit important ?

The single biggest reason why products fail is
poor Product Market Fit

Introduction

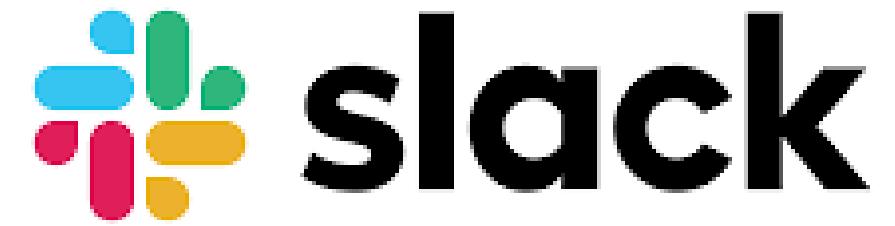
Why is Product Market Fit important ?

Product-market fit is an essential element in any successful product launch and business strategy. It ensures that the **product is tailored to meet customer needs** and desires, while also being **financially viable** for the company.

If a product does not have an adequate product-market fit, it is unlikely to be successful, as customers may not find it to be compelling enough to purchase.

Once a startup has defined product-market fit, they need to focus on creating a product that meets the needs of their target market and managing the business so that they can continue to achieve product-market fit.

Product Market Fit



It does not always fit...



It does not always fit...

In 2015, Apple released its infamous Magic Mouse 2, which, believe it or not, had a bottom-facing charging port. Most modern Apple users will point to this product as one of Apple's most poorly designed modern products. Old-timers and legacy Apple fanboys will have a strong opinion on how the Magic Mouse could not hold a candle to the discontinued Hockey Puck mouse, though, at least as far as bad design goes.



A PRODUCT IS
NOT A MARKET

Steve Jobs 1997

Steve Jobs reminded us that technology alone is not enough. You can build demos, create clever features, or even design unique tools, but if they don't fit into a larger vision, they won't scale into an \$8-10 billion business.

His philosophy was simple yet radical: start with the customer experience and work backward to the technology. Most companies do the opposite—focusing on what they can build instead of what people need.

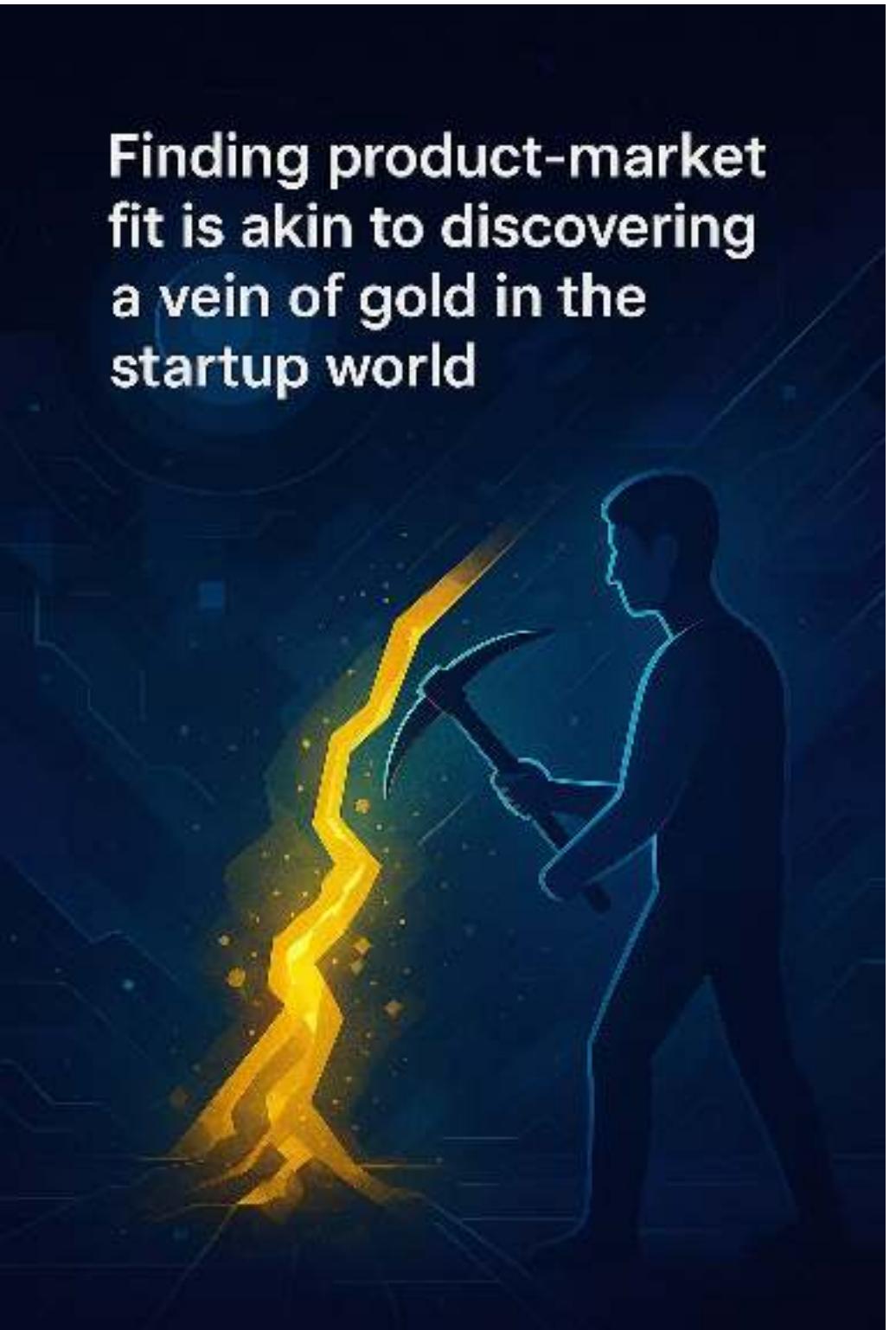
Jobs admitted he had made this mistake himself. The difference was, he learned from it. True innovation begins not in code or hardware, but in understanding the human experience you're trying to transform.

https://www.linkedin.com/posts/brandorbit-media_steve-jobs-reminded-us-that-technology-alone-activity-7384978641782325248-OaOZ?utm_medium=ios_app&rcm=ACoAAATYb4QBcrTwxyMyOxa-bYIYAa7ElEEqjWI&utm_source=social_share_video_v2&utm_campaign=mail

Product Market Fit (PMF)

At scale, PMF is about deep alignment between your product's value proposition, the specific pain points of your customers, and the broader market opportunity.

It's the moment a company's product clicks with its target audience, fulfilling a need so effectively that it propels the business into rapid growth.



Product Market Fit

For start-ups, finding a PMF takes about 7 years in average in the Silicon Valley



Minimum Viable Product (MVP)

A minimum viable product is the simplest version of a new product that

- It includes just enough basic features to work
- It allows you to learn from their feedback and test if your idea is valuable.
- Its main purpose is to **put a product into customers' hands** as quickly as possible, **with as little investment as possible**

An MVP lets you start small, test your idea in the real world, and adjust or grow based on real user feedback, making it a **smart** and **low-risk** way to develop a product or service



Product Market Fit

How to find it ?

Product-Market Fit Checklist For Startups

1. Clearly define your **target market**: Before you can determine if you have product-market fit, you need to identify exactly who your target market is. Who are you targeting, and what are their needs?
2. Gather **feedback** from **potential** customers: Talk to **potential** customers and get their feedback on your product (may a mockup, a “look-alike”) and how it could be improved.
3. **Analyze** customer data: Analyze data from customers such as their purchasing habits and behavior to understand their preferences and needs. **Learn from the competitors and their customer (dis)-satisfaction.**

Product Market Fit

How to find it ?

4. **Test** your product: Test your product with a small group of customers and gather feedback.

→ **Minimum Viable Product**

5. Develop a **marketing strategy**: How will you reach your target market? What channels will you use to promote your product or service?

6. Measure customer **satisfaction**: Measure customer satisfaction using surveys or other metrics.

Product Market Fit

How to find it ?

7. Analyze customer feedback: Analyze customer feedback and use it to iterate and improve your product.
8. Monitor **customer engagement**: Monitor customer engagement and usage to determine if customers are using your product.
9. **Track revenue**: to see if customers are paying for your product.

Product Market Fit

How to find it ?

10. **Refine your product:** Continue to refine your product based on customer feedback and usage data.

11. Measure customer **retention:** Measure customer retention to see if customers are continuing to use your product (and re-order).

Without product market fit, startups or any business often fail because they're unable to find a niche for their product or attract enough customers to sustain their **business model.**

Business Model – A quick 101

A business model is a plan of how a company will make money.

It's the magic pipe transferring the money of your customers to the company's coffers.

The model describes the way a business will take its product, offer it to the market, and drive sales.

A business model determines what products make sense for a company to sell, how it wants to promote its products, what type of people it should try to cater to, and what revenue streams it may expect.



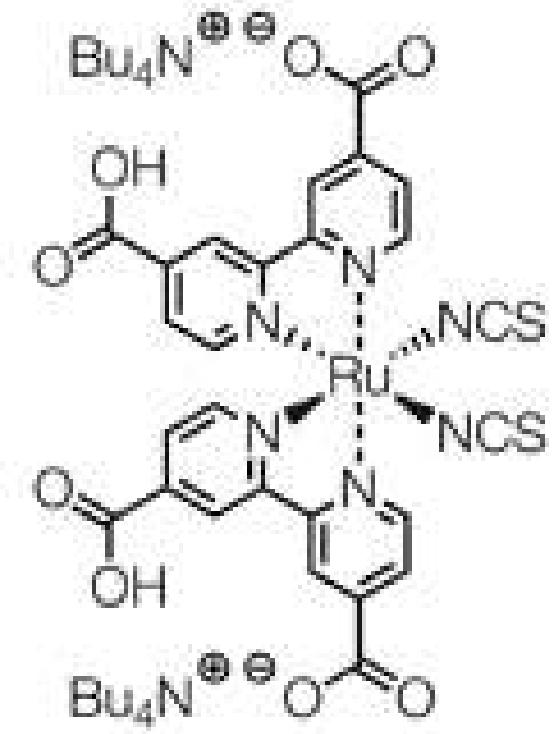
Minimum Viable Product (MVP)



Nano-TiO₂ (pure anatase)



SOLARONIX



Ruthenium dye (isomer pure)

shop.solaronix.com

What to sell ? Materials or PV cells ?



Success – in the R&D niche market
(~ 5000 customers all-in-all)



Failure – in building market
(unsolved tech problem)

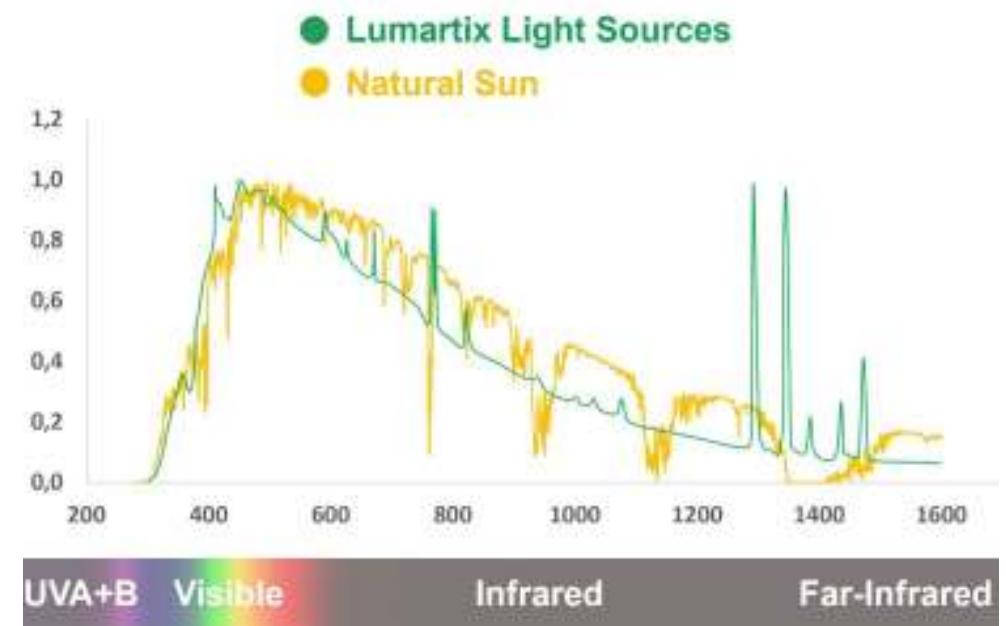
Minimum Viable Product (MVP)



Lumartix SA



* Stable * light source



Solar spectrum with UV

What to sell ? Light Engines or Equipment ?



Lumixx-CORE™



What pain point are we solving ?

PROBLEM

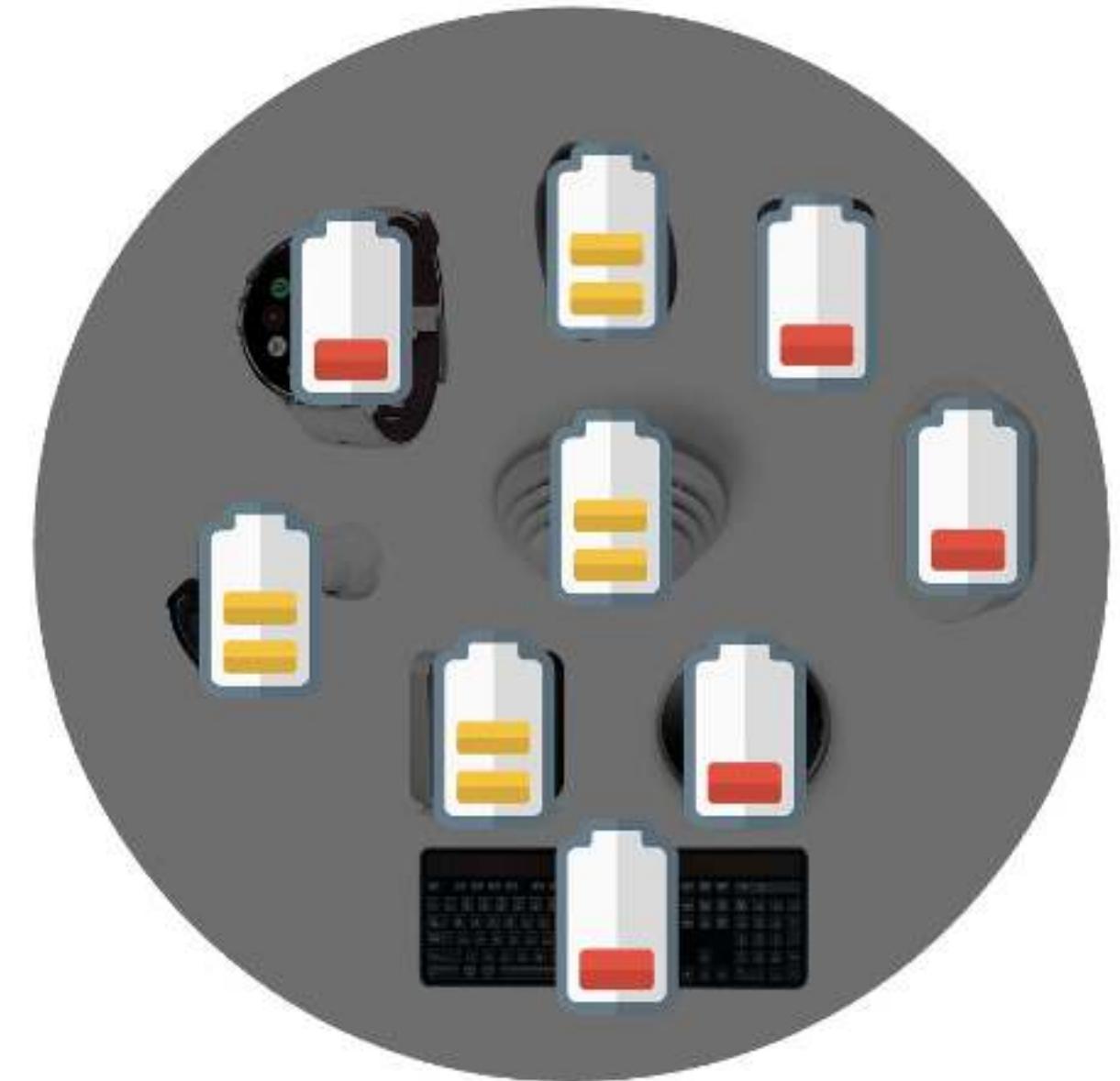
78 M batteries discarded everyday by 2025*

No reliable-portable ENERGY SOURCE!

Replacing and charging their batteries is expensive and generates battery waste.



54B devices total in 2019 (avg. 7 devices/person)*

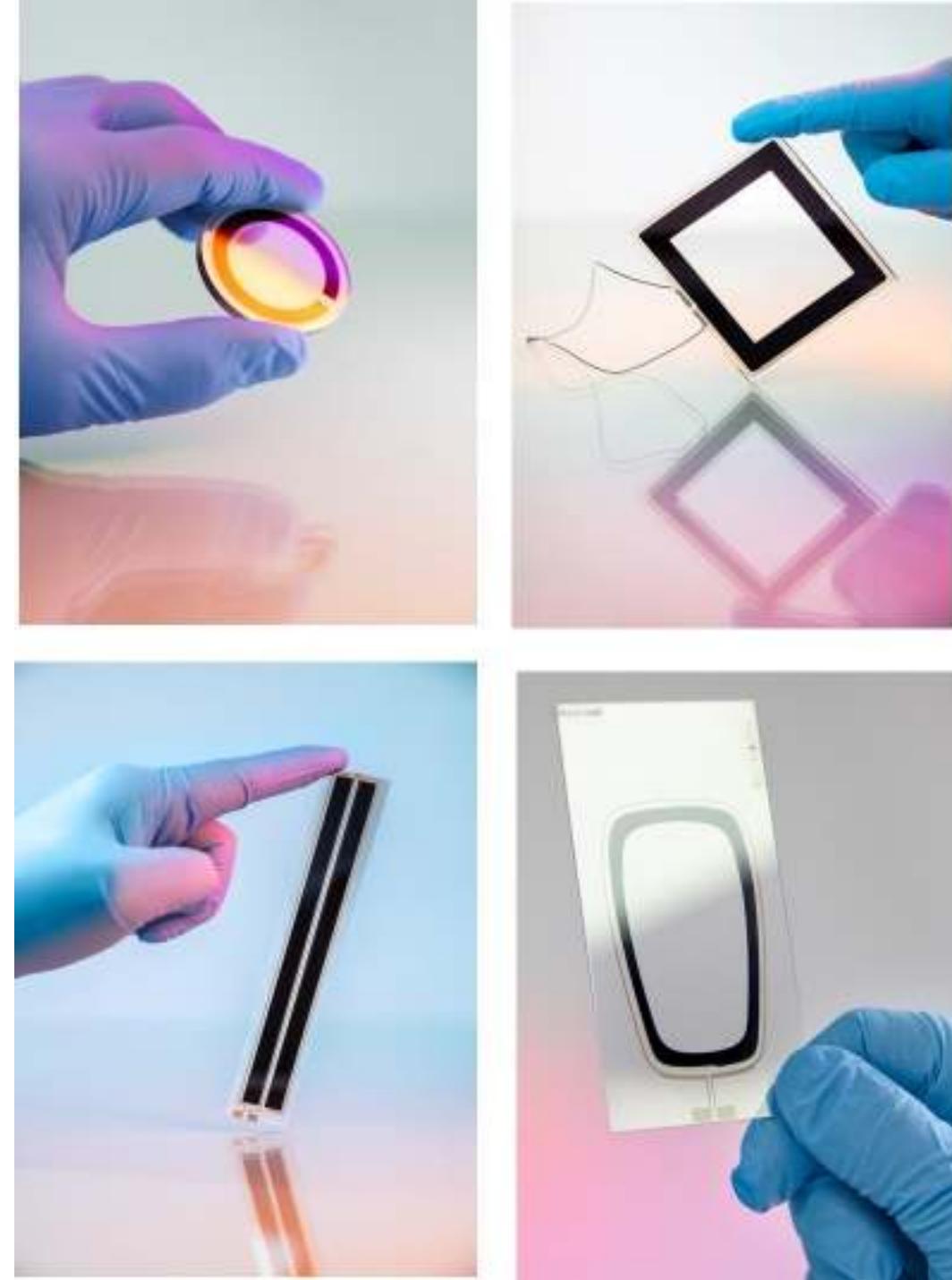


- Statista Research Department: Forecast on connected devices per person worldwide 2003-2020
- <https://cordis.europa.eu/article/id/430457-up-to-78-million-batteries-will-be-discarded-daily-by-2025-researchers-warn>

Minimum Viable Product (MVP)



Perovskia



Custom designed PV cells

Outstanding indoor
light performances

Minimum Viable Product (MVP)



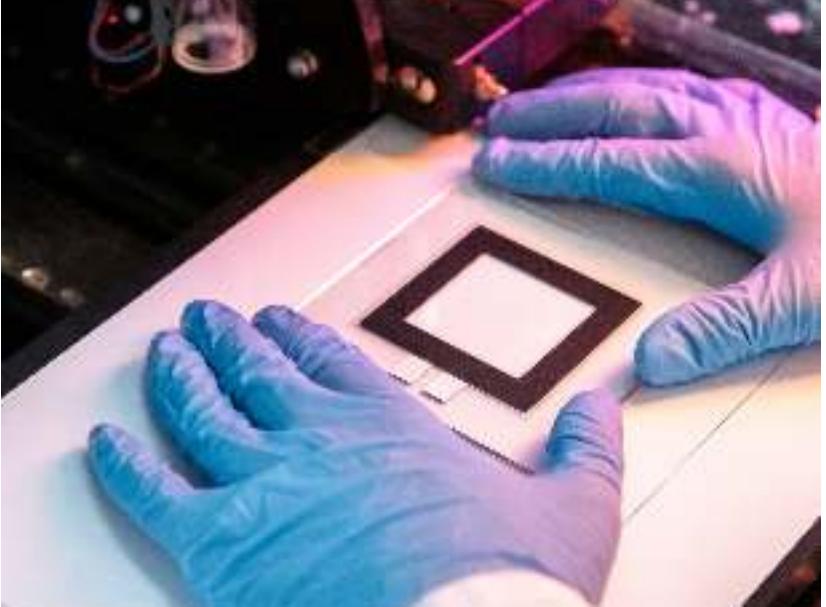
PV powered
“thermostat”

Make a demo !

Customer onboarding

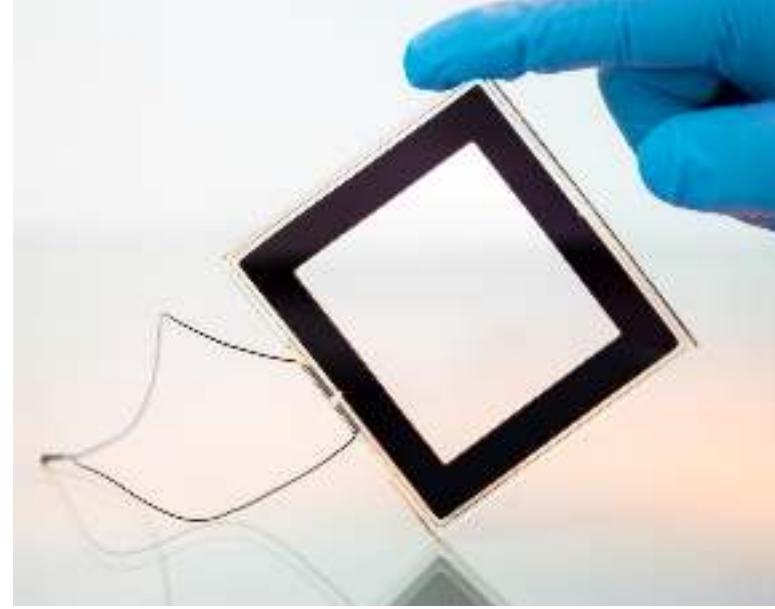


Sampling & Validation



Custom design solar cells: prototyping costs.

Demonstration



Incorporation into customers devices.

Production



Mass-produce custom design solar cells.

Examples from



Pitch decks from TSNUK created during the secondment of 4 - 29 August 2025 in Aubonne

- Problem statement
- Solution
- Business model





Science for Kids –
Future for Society!

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Problem

- Let's be honest — most science education for young children is either boring, inaccessible, or over-simplified.
- Traditional methods based on only theoretical explanations aren't working for kids aged 6 to 12 years old.
- In Ukraine, young children often miss out on meaningful, fun scientific experiences.

Solution

Science for Kids – Future for Society!

Our teaching solution is simple and powerful:

- We make science exciting again — through playful, real experiments that children can do in workshops, at home, or online.
- It's safe, educational, and sparks genuine curiosity.



Business Model

Science for Kids – Future for Society!

Our revenue comes from four main sources:

- 1 **Sales of science kits**
- 2 **Subscriptions to our online content**
- 3 **Paid workshops and events**
- 4 **Grants, sponsorships, and B2B partnerships with schools and libraries**



Product Market Fit Exploration ?

Which market ? School, Toys, Government



- DIY kits (school class, families)
- Workshops & camps
- Courses for teachers, parents
- Games (online, board)
- Books (with interactive online)
- Apps with AR, IA...

Novel coating enables cheap SBUV cameras

Yuriy Hizhnyi

UVsens[©] Ltd.

hizhnyi@uvsens.com.ua

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Problem/solution



Problem: fire and arch discharge are invisible at daylight

Solution: to use solar-blind ultraviolet (SBUV) cameras

Main application fields:
- Electric power
- Fire detection
- Miltech

UV image

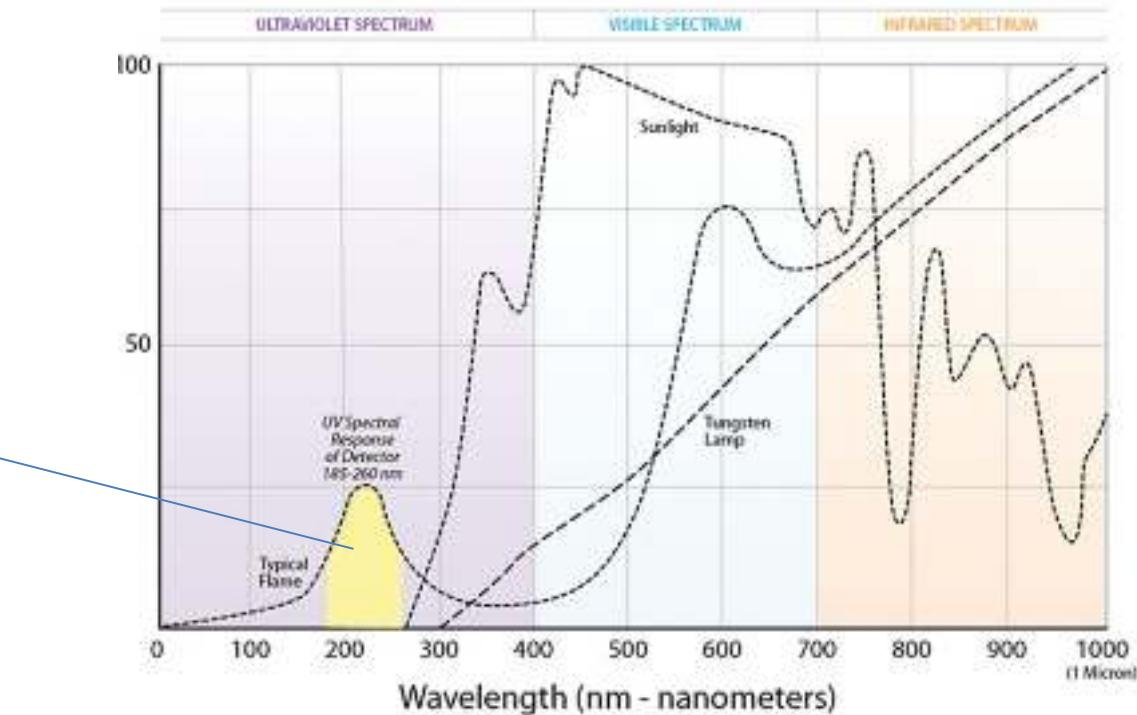


UV +VIS image



Problem/solution

Any fire hardly visible at daylight becomes clearly visible with use of SBUV camera



Increasing demand for SBUV cameras is related to:

- Burst in UAV (drone) technologies
- Growing range of military applications



Main limitation: price of SBUV cameras

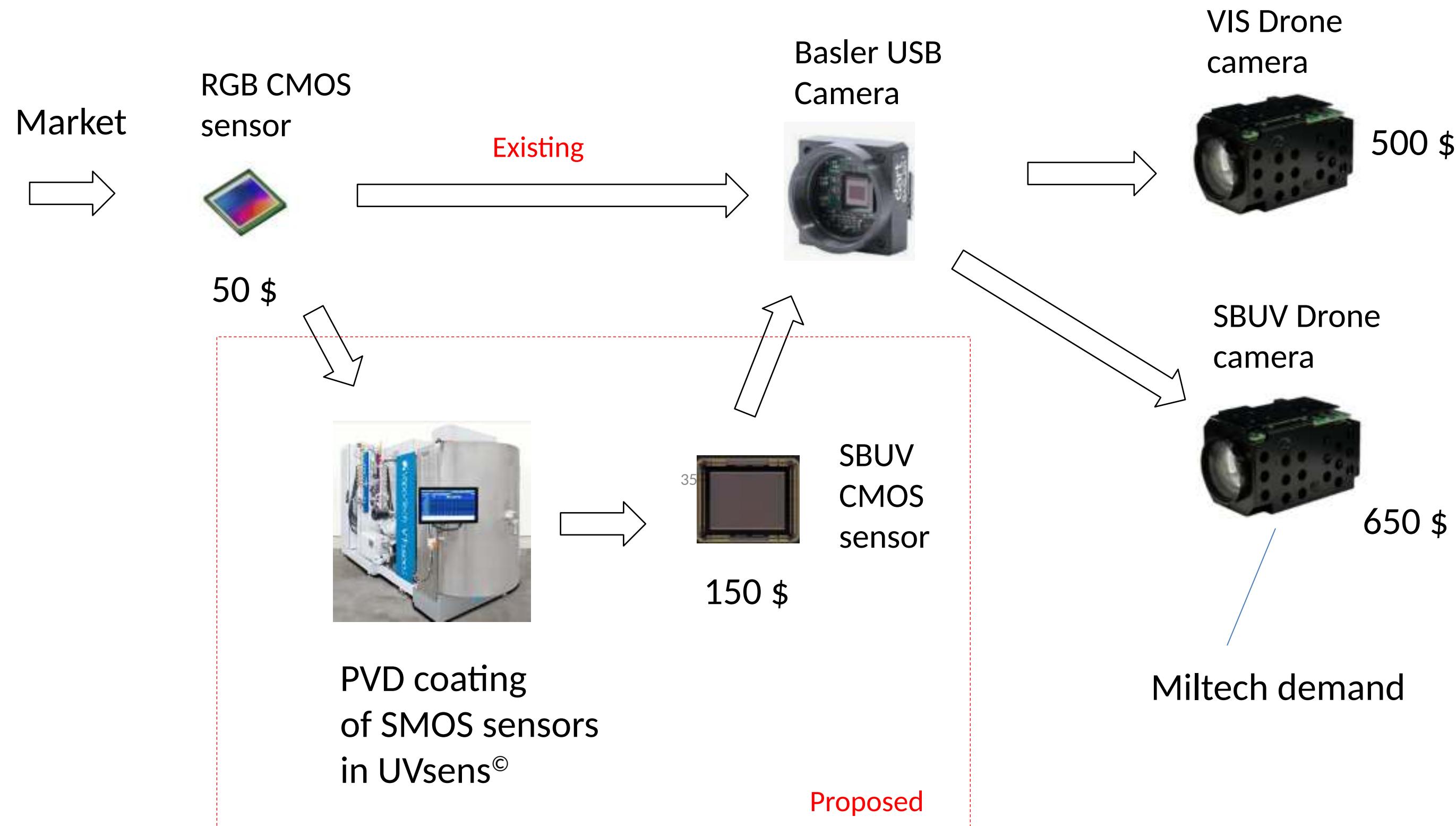


Strong need: to make SBUV cameras cheap



Business Model

B2B: To inspire manufacturers to produce cheap SBUV cameras with UVsens[©] sensors



Product Market Fit Exploration ?



Which market ? Cameras, CCD-chips, Coating tech

- Professional (firemen, industrial, utilities)
- Consumer / Hobby
- Defence
- Sell a process to sensor makers
- Sell just materials (double perovskite)
- Make the whole camera
- Licensing

HNS
B

Handmade Natural
Stones Bracelets with
solar-powered technology
for watch

HNSB company

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Problem

Traditional watch accessories are:

Mass-produced with synthetic materials

Environmentally harmful

Not always hypoallergenic

Disconnected from nature

Watch batteries still require frequent charging or replacement





Solution

- **Bracelets made from natural stones paired with solar-powered technology for watch**
- **Benefits:**
 - Eco-friendly & sustainable
 - Stylish, unique and spiritually meaningful

Solar-powered: No need for battery replacement



Business Model

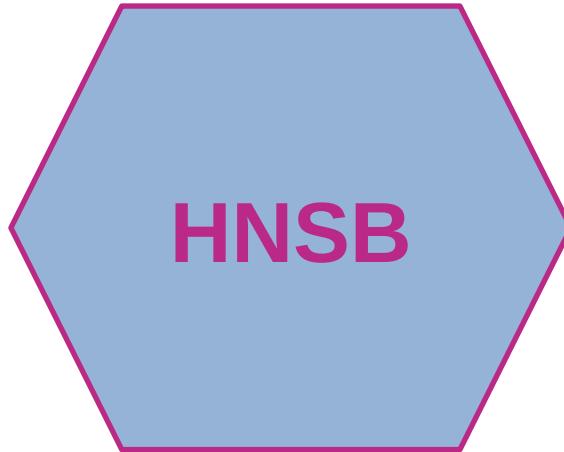
- Direct-to-consumer
- Pricing: \$100 per unit
- Limited edition drops (stone type)

Custom stone selection, engraving, gift boxes

Wholesale to eco-luxury retailers

Product Market Fit Exploration ?

Which market ? Retail, Luxury, Distributors



- Complete bracelets
- Bracelet as a spare-part sold to watchmakers
- “High-end” versions
- Unique small series
- Collectibles
- License the concept
- Drop ship

Hungry for more ?

<https://www.nvp.com/blog/learning-from-failure-4-lessons-from-famous-product-flops/>

<https://failure.museum>

<https://fr.wikipedia.org/wiki/Chindōgu>

<https://www.investopedia.com/terms/b/businessmodel.asp>

Ready for your questions...

euproject-approach.eu/

