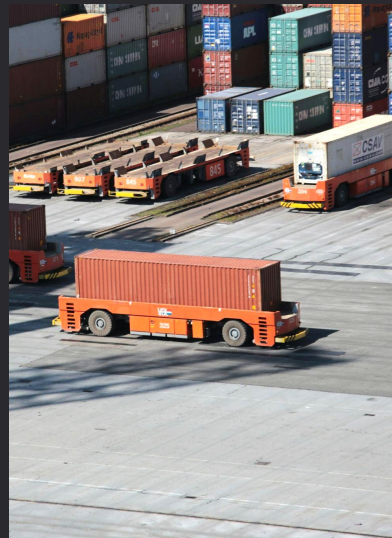


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B2B validation strategies for launching new Industrial Innovations.

Included: AI Validation techniques



Slide deck



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In today's industrial sector, companies are rushing from idea to launch (Go-To-Market), and it's costing them big time.

Have you launched a new idea at rapid speed, only to find no significant results or impact?

Or maybe you've poured a ton of money into a product launch or technology that fell flat?

You're not alone. The critical step of proper validation is often skipped, and it's biting us back.

Validation efforts tend to be too consumer-focused. But guess what? There's a whole different game plan for B2B. Before you throw your money at a shiny new technology, think twice—it might lead to nothing but headaches.

This document gives you real-world examples and tactics from industrial market leaders who've nailed their launches. Plus, it dives into how AI can supercharge your validation process, setting you up for more successful and prepared launches. Don't let another bad launch burn your budget—learn how to get it right.



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Content

- 01 The importance of validation
- 02 Challenges & validation techniques
- 03 The role of AI in validation
- 04 Case studies
- 05 Act now

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The importance of validation

Validation before launching
has never been more
important than today

01

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The importance of validation

Money is expensive

The cost of capital is up, making loans expensive and investments risky. In this environment, therefore it is essential to ensure smart investments and viable, market-ready solutions.



We live in a very volatile time

Geopolitical tensions, supply chain issues, and fluctuating interest rates add complexity. In this high-risk environment, it is crucial for informed decisions and maintaining high standards.

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The importance of validation

Especially now,
you have a limited amount
of big bets to make.



How can we
ensure to
leverage
technology to
validate more
effectively?

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Challenges and how to overcome them

And what techniques
can be used.

02

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Challenges and how to overcome them

Limited Customer Base

In B2B validation, dealing with a smaller target audience is a major hurdle. Fewer potential customers make it tough to hit those big revenue numbers and achieve economies of scale.

Plus, with a limited customer base, you get less data for market analysis, which ramps up the risk of mistakes in your findings.



Extrapolate quantitative insights from qualitative sources

Conduct interviews, focus groups, and surveys to understand your limited customer base. Use this insight to tailor your product, increasing success chances.



Leverage your sales team force

Tap into your sales team for real customer insights. They're on the front lines, gathering feedback and spotting needs you might miss. Use their intel to fine-tune your product and strategies.

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Challenges and how to overcome them

Customization requirements

Customization throws a wrench into achieving product-market fit. Every customer has unique needs, often requiring bespoke solutions.

While this boosts satisfaction, it also ramps up complexity and costs. The trick is to balance these demands while maintaining a scalable core product.



**Develop a flexible
core product**



**Define customization
boundaries**



**Maintain a broader
product vision**



**Encourage customer
collaboration and feedback**

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Challenges and how to overcome them

Different types of stakeholders & complex decision making

Navigating through various stakeholders and their complex decision-making processes is a tough challenge.

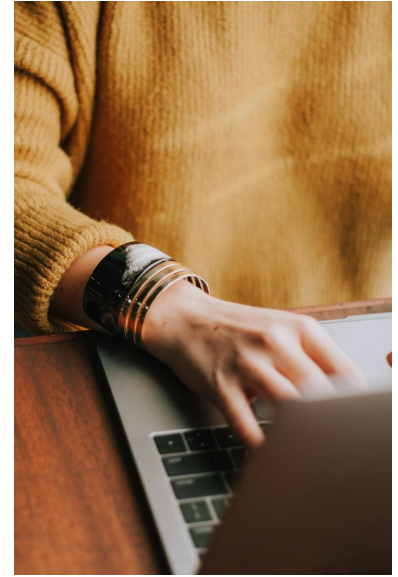
Each group—whether it's the economic, technical, user, or legal team—has its own set of priorities and concerns.

This complexity can drag out decisions and slow down adoption.



Map your stakeholders

Identify all stakeholders involved in the decision-making process, define their roles, interests, and influence, and prioritize their specific needs accordingly.



Tailor your communication

Develop customized messages for each stakeholder group. Address their specific concerns and highlight how the concept or service meets their unique needs.

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Challenges and how to overcome them

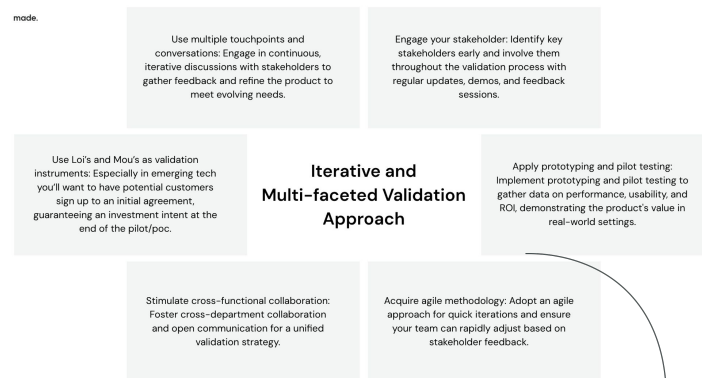
Complex and long cycles

Nailing product-market fit is no walk in the park.

It means enduring long validation cycles, endless meetings, and juggling stakeholders with conflicting priorities.

To top it off, your business model has to mesh perfectly with the target companies' operations and financial setups.

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Zoom in
on the next slide

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Use multiple touchpoints and conversations: Engage in continuous, iterative discussions with stakeholders to gather feedback and refine the product to meet evolving needs.

Engage your stakeholder: Identify key stakeholders early and involve them throughout the validation process with regular updates, demos, and feedback sessions.

Use LoI's and MoU's as validation instruments: Especially in emerging tech you'll want to have potential customers sign up to an initial agreement, guaranteeing an investment intent at the end of the pilot/poc.

Iterative and Multi-faceted Validation Approach

Apply prototyping and pilot testing: Implement prototyping and pilot testing to gather data on performance, usability, and ROI, demonstrating the product's value in real-world settings.

Stimulate cross-functional collaboration: Foster cross-department collaboration and open communication for a unified validation strategy.

Acquire agile methodology: Adopt an agile approach for quick iterations and ensure your team can rapidly adjust based on stakeholder feedback.

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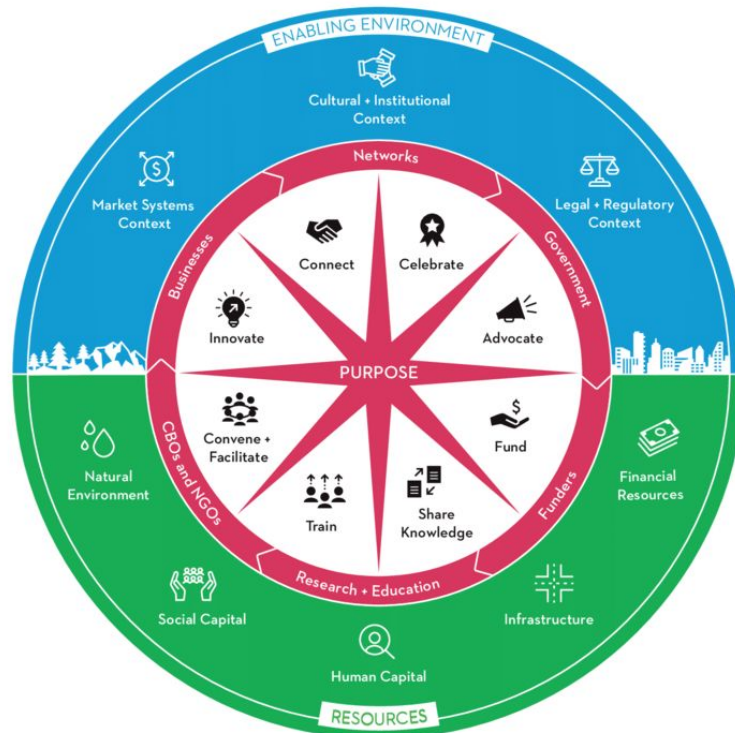
Challenges and how to overcome them

Validate an ecosystem

Realizing "you're never alone" in the market is a game-changer.

Defining your company's role in the broader ecosystem enhances credibility, accelerates innovation, optimizes processes, and provides access to new markets.

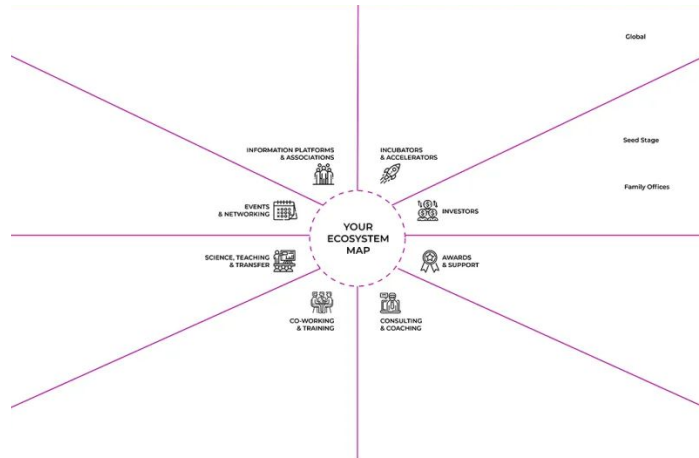
It also mitigates risks, ensures continuous improvement, and enables the offering of integrated, customer-centric solutions while maintaining competitive advantage.



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Challenges and how to overcome them

How to...



Enhanced Credibility and Trust

Being part of a robust ecosystem with established partners enhances a company's credibility through third-party validation and valuable peer recommendations, building trust among potential clients.

Accelerated Innovation

It fosters collaboration among stakeholders, leveraging their expertise and resources to accelerate the development and adoption of new technologies and solutions.

Market Access and Expansion

Ecosystem partners share their networks, providing access to new markets and customer bases, and facilitate global reach by leveraging local partners' knowledge and presence.

Resource Optimization

Companies can optimize their resources and reduce costs by sharing infrastructure, technology, and knowledge within the ecosystem, benefiting from collaborative R&D, marketing, and logistics efforts.

Risk Mitigation

Engaging in an ecosystem distributes risk among multiple partners, making it easier to manage and mitigate, and providing support in times of crisis to ensure business continuity and resilience.

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The role of AI in validation

Not only traditional B2B
validation techniques,
but also AI-driven
methods.

03

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AI in validation: How and where it can make a difference

1 — Identify new growth opportunities

Unlock new markets through
identifying new concepts

2 — Creating & leveraging synthetic panels

Internal stakeholder panels &
weeding out least promising ideas

3 — Transform ideas to visual concepts

Visual prototyping

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AI in validation — Identify new growth opportunities

1 — Discovering growth opportunities in new markets



Market analysis and forecasting

Trend Analysis: AI can analyze market trends and forecast future market conditions, helping companies anticipate demand and adjust their strategies accordingly.

Examples: IBM Watson, SAS Visual Analytics, Go

Competitive Analysis: AI tools can continuously monitor competitors' activities, pricing strategies, and market positioning, providing insights that can help companies stay ahead.

Examples: Crayon, Kompyte.



Customer insights

Customer Segmentation: AI can segment customers based on various parameters such as purchasing behavior, industry, size, and geographical location, enabling better segmentation.

Examples: Salesforce Einstein, Microsoft Azure AI.

Customer Needs Analysis: By analyzing customer feedback, reviews, and interaction data, AI can identify unmet needs and potential areas for product or service innovation.

Examples: Qualtrics, Clarabridge.

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The role of AI in validation

2 — Creating & leveraging synthetic panels

AI can create synthetic panels by simulating internal stakeholders' perspectives from qualitative interviews and data inputs, providing a structured and objective assessment of ideas, concepts and strategies.

This enables the identification and discarding of the least promising ideas early, allowing the focus of resources on viable options aligned with strategic goals and stakeholder priorities.



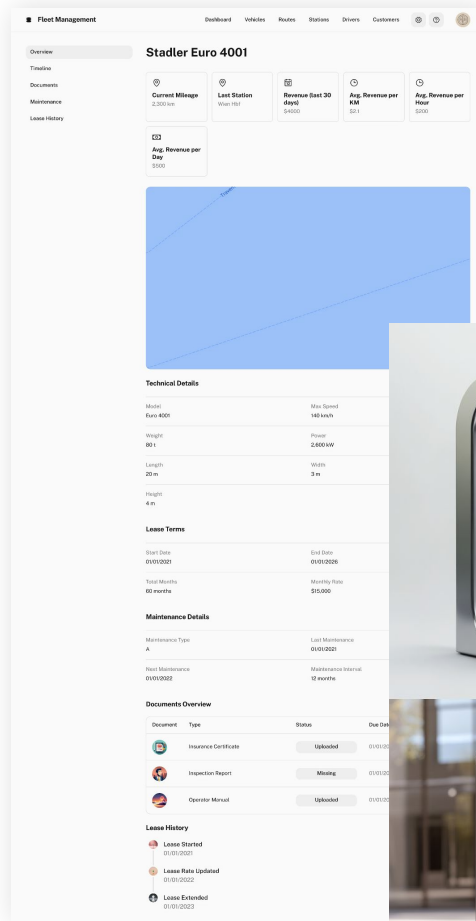
Persona / Concepts	Concept 1	Concept 2	Concept 3	Concept 4	Concept 5
Emma Rodriguez - St...	5	5	5	5	4
Michael Thompson - ...	5	5	3	5	3
Sarah Patel - Categor...	5	5	4	5	3
David Nguyen - Inven...	4	5	3	4	4
Sophia Martinez - Cu...	4	5	4	5	4

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The role of AI in validation

3 — Transform ideas to visual concepts ready for validation

AI tools quickly convert ideas into mockups, simulations, and scenarios, facilitating value proposition communication to stakeholders.



Generated via
usegalileo.ai

Generated via
Midjourney



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Tools to use

Product & digital concepts

Midjourney

RAI-powered image generation tool.

Dall-E

AI image generation by OpenAI.

Booth

Virtual photo booth platform.

Stable Diffusion

Open-source image generation model.

Vizcom

Real-time visual collaboration tool.

Digital concepts

Uizard

AI-powered UI design tool.

Durable

AI-driven website builder.

Galileo AI

UI generation platform

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Case studies

What we can learn
from the validation
process of ...

04

The background of the entire slide is a photograph of two large offshore wind turbines. They are positioned on the left and right sides of the frame, with their blades extending towards the center. The sky is a mix of soft orange, pink, and blue, indicating a sunset or sunrise. In the distance, there are dark, silhouetted mountains and a body of water. The overall mood is serene and modern.

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Case study

The offshore wind platform: Haliade-X

Produces now 45% more energy than
any other offshore turbine available today

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Case study: Haliade-X

Challenges in validating Haliade-X

Technological Innovations

Validating advanced blade designs and high-efficiency generators.

Environmental Conditions

Ensuring performance in harsh offshore environments.

Scale and Complexity

Managing a 12 MW turbine with a 220-meter rotor diameter.

Regulatory and Safety Compliance

Meeting stringent offshore regulatory standards.



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Case study: Haliade-X

B2B validation techniques used



Prototype testing

Onshore prototype installation in Rotterdam for controlled testing.



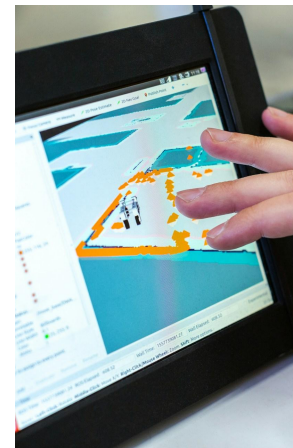
Digital twin technology

Virtual models for predictive analysis and design optimization.



Collaborative partnerships

Involvement of certification bodies, research institutions, and supply chain partners.



Field trials and data collection

Real-world performance data to validate efficiency and reliability.

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Case study: Haliade-X

Results of the validation process



Enhanced reliability and performance

Confirmed superior energy output
and efficiency.



Market acceptance

Significant commercial interest and
orders from major developers.



Technological advancements

Informed further improvements and
optimized future designs.



Environmental impact and certification

Supports renewable energy growth
and climate change mitigation.

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Case study

Oceanade ROV's

Captures a growing market of USD 394.09 million by 2031, with a compound annual growth rate (CAGR) of 6.3%.



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Case study: Oceanade

Challenges in validating Oceanade ROVs

Regulatory Compliance

Meeting international maritime safety and operational standards.

Depth and Pressure

Ensuring functionality at extreme ocean depths with high pressure.

Complex Navigation

Validating advanced navigation systems for underwater environments.

Technological Integration

Testing integration of high-tech sensors, cameras, and manipulators.

Environmental Conditions

Handling varying temperatures, salinity, and underwater currents.



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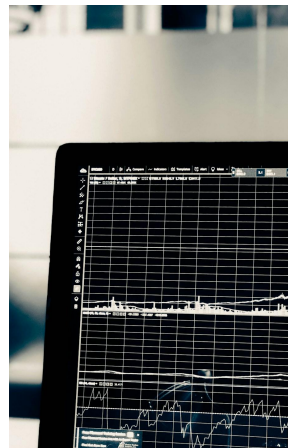
Case study: Oceanade

B2B validation techniques used



Prototype testing

Onshore and offshore prototype trials for controlled and real-world conditions.



Predictive analytics

Use of virtual environments to predict performance and identify potential issues.



Creating an ecosystem

Partnering with marine research institutions and industry experts for comprehensive testing.



Third-party certification

Independent validation to ensure compliance with safety and operational standards.

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Case study: Oceanade

Results of the validation process



Operational efficiency

Validated advanced navigation and sensor integration for precise underwater operations.



Technological innovation

Insights gained for future improvements and cutting-edge ROV designs.



Market readiness

Increased confidence among stakeholders, leading to commercial success.



Regulatory approval

Secured necessary certifications for global market entry.

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Don't let another launch fail due to lack of proper validation.

I'm Michiel, tech driven innovator in the industrial world.
Let's collaborate to bring your innovative ideas to life
and achieve remarkable success together!



Michiel Mol

Industrial Innovation and Design Director

 RENISON

CEDRAL

NOVY

 SKYLUX

AGFA 

 Atlas Copco

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