

With ArzhOptics, dare to export with confidence

We help photonics and deep-tech companies validate markets, shape clear offers, and build traction in Europe through targeted business development.

Who we work with

Start ups and SMEs that want to:

Validate applications and segments before heavy investment

Turn technology into offers that resonate with industry buyers

Build an initial European pipeline without hiring a full sales team

Our services

Market Intelligence

Market and use-case validation for your photonic products

Prioritize markets, applications, and customer segments

Analyze use-cases, competition, and adoption drivers

Recommend positioning, pricing, and go-to-market options

Outcome: Decision-ready insights directly usable to define or refine your market offering.

Business Development

Targeted prospecting and initial deals in validated markets

Define Ideal Customer Profile and target accounts

Run focused outreach (email, calls, introductions)

Collect structured feedback to fine-tune your offer

Outcome: Qualified opportunities and real-world feedback from European prospects.

Sales Representation

Commercial representation after model validation

Ongoing business development on validated segments

Pipeline follow-up and regular reporting

Presence at selected trade shows and industry events

Outcome: Sustained commercial presence and pipeline growth in performing markets.

Why ArzhOptics

Photonics and deeptech B2B focus

Blend of strategic insight and hands-on execution

European market entry and growth, de-risked and structured

Alain Chardon PhD

Director

Email: a.chardon@arzhoptics.com

Mobile: + 33 6 75 38 84 34

Website: www.arzhoptics.com

 <https://linkedin.com/in/alainchardon/>

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