

We help photonics companies and technological centers to validate markets, shape clear offers, and build traction in Europe, North America and beyond, through targeted business development.

● Who we work with

Startups, SMEs and technological centers that want to:

- Validate applications and segments before heavy investment
- Turn technology into offers that resonate with industry buyers
- Build an initial pipeline – Europe, North America, and beyond, scope tailored to each partner's go-to-market strategy – without hiring a full sales team

Investors and funds that want to:

- Get an independent technical and market read on a photonics target before investing

Our services

● Market Intelligence

Market Study – in-depth, tailored market and use-case validation for your photonic products, with recommendations adapted to your situation

- Prioritize markets, applications, and customer segments
- Analyze use-cases, competition, and adoption drivers
- Recommend positioning, pricing, and go-to-market options
- Option: a list of qualified target companies and contacts to seed your outreach - for active prospecting, outreach, and structured feedback, see Business Development below

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

Pricing: *fixed-fee, one-off study*

Market Overview – concise, fact-checked state-of-the-art reports on a given technology or segment (no recommendations tailored to your specific case)

- Deep technical and market expertise applied to a defined topic (e.g. a specific fiber technology, laser type, or application segment)
- Rigorously fact-checked content, reviewed against real industry and R&D data - no filler, no generic boilerplate
- A lower cost compared to a full Market Study, while already providing a clear and practical analysis of a technology landscape.

Outcome: A sharp, decision-ready state-of-the-art view of a specific technology or market segment, without the length or padding of generic market reports.

Client feedback: *rated 8-9/10 for relevance, clarity, and actionable insight (Mid-IR Fiber Market Overview, 2026 edition).*

Pricing: *Fixed fee per copy, lower than a full Market Study.*

NEW - Market Watch (quarterly subscription)

- Lighter, recurring update on your priority markets and segments
- Quarterly refresh of competitive moves, adoption signals, and emerging opportunities
- Short, decision-ready briefing note — no need to commission a full study each time

Outcome: Ongoing market visibility at a lower entry cost, with an easy path to a full study when needed.

Pricing: *Fixed quarterly subscription fee, lower per update than commissioning a Market Overview or full Market Study each time.*

● 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
- Deliver a qualified opportunity list with feedback synthesis at the end of the cycle

Outcome: Qualified opportunities and real-world feedback from prospects across Europe, North America, and beyond — delivered as a standalone milestone.

Pricing: Fixed fee per qualification cycle, billed independently of what happens downstream.

● 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.

Pricing: Fixed retainer + success commission on closed deals — aligned incentives, smoother cash flow while the pipeline matures.

● Due Diligence Support

Technical and commercial due diligence for VCs and corporate investors

Main clients: investment funds and corporate investors assessing a photonics company's technology and market potential

Actions

- Mapping of the relevant value chain players (suppliers, competitors, adjacent technologies)
- Competitive positioning analysis of the target
- Assessment of market entry strategy and go-to-market assumptions
- Review of technology maturity and commercial traction claims

Deliverables

- A clear view of the target's competitive landscape and positioning
- A benchmark against comparable players in the segment
- A SWOT of the target's technology and market approach
- An independent, investment-ready assessment aligned with your deal timeline

Pricing: Fixed fee per engagement, scoped to the deal timeline.

● Business Plan Support

Market and strategy sections of your business plan, built on real photonics market intelligence, not generic templates

Main clients: spin-offs and start-ups structuring their strategy or preparing a fundraising round

- Structure the target market, value proposition, and positioning
- Build the go-to-market strategy and revenue assumptions
- Produce market and strategy sections ready to present to investors

Outcome: A business plan market and strategy section grounded in real photonics market intelligence — not a generic template.

Pricing: Fixed fee, scoped to the depth of business plan needed.

Why ArzhOptics

- Photonics B2B focus
- Blend of strategic insight and hands-on execution
- Market entry and growth across Europe, North America, and beyond — scope tailored to each partner's go-to-market strategy, de-risked and structured
- Flexible fixed-fee + commission pricing across every stage — no engagement is 100% dependent on a distant deal closing
- Same sector expertise serving both operating companies and investors evaluating them

Who we are

Alain CHARDON- Founder of ArzhOptics

- PhD in Physics | Executive education at HEC Paris
- Photonics expert with strong business & leadership background
- Former CEO, CTO & R&D Director in photonics startups and SMEs
- International track record across Europe & North America
- Supporting companies from lab to fab to market

