From Technology to Market: Photonics Expertise for Investors

We help private equity and corporate finance investors make confident investment decisions in photonics through independent technical expertise, market due diligence and business plan assessment—before the deal.

Who We Work With

Private equity investors (venture capital, growth capital and buyout), corporate venture teams, private investors, business angels and innovation financiers looking to:

- Obtain an independent technical assessment of a photonics target before investing
- Test their investment thesis against the market's industrial and commercial realities
- Challenge a target's business plan ahead of a financing round

Our Services

Technology & Innovation Assessment

Technology due diligence—independent assessment of the technology, its maturity and industrial credibility

- Benchmark the technology against the state of the art and competing alternatives
- Assess Technology Readiness Level (TRL) and the credibility of claimed performance
- Identify red flags and technical risks through industrialisation ("lab to fab to market")
- Review intellectual property from a technical perspective and assess its defensibility (excluding legal advice)
- Review technical documentation provided by the target

Deliverables: An independent technical assessment report and a prioritised technical risk map, ready to support investment committee discussions.

Pricing: Fixed fee per assignment, aligned with the deal timeline.

Market & Commercial Due Diligence

Market and commercial due diligence—building on the technical assessment

Scope

- Map the value chain, including suppliers, competitors and adjacent technologies
- Analyse the target's competitive positioning and size its addressable market
- Assess the go-to-market strategy and commercial assumptions underpinning the valuation
- Review claimed commercial traction and customer outlook (pipeline, references and sales cycles)

Deliverables

- A clear view of the competitive landscape and the target's positioning
- Benchmark against comparable players in the segment
- SWOT analysis of the target's technology and market approach
- An independent assessment to inform investment decisions and negotiations, aligned with your deal timeline.

Pricing: Fixed fee per assignment, aligned with the deal timeline.

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Business Plan Support

Market and strategy sections built on real-world photonics market intelligence

- Critically review a target's market, positioning and revenue assumptions
- Define the target market and value proposition, validating actual demand and the resulting commercial plan
- Develop investor-ready market and strategy sections in preparation for fundraising or a new financing round

Outcome: Market and strategy content grounded in genuine photonics market intelligence—not a generic template.

Pricing: Fixed fee, tailored to the scope of work.

Why ArzhOptics

- Dedicated focus on B2B photonics, with sector-specific insight that generalist firms cannot offer
- One partner for technical expertise, market due diligence and commercial strategy
- A modular, integrated approach: each workstream can be commissioned independently or sequentially
- A scientific and business perspective shaped by former executive roles (CEO, CTO, R&D Director), including growth and scale-up challenges
- International experience and network across Europe and North America, valuable when assessing targets on either side of the Atlantic

About Us

Alain CHARDON – Founder of ArzhOptics



- PhD in Physics | Executive education at HEC Paris
- Photonics expert with strong business and leadership experience
- Former CEO, CTO and R&D Director at photonics start-ups and SMEs
- International career across Europe and North America
- Supports companies from lab to industrialisation and market ("lab to fab to market")

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