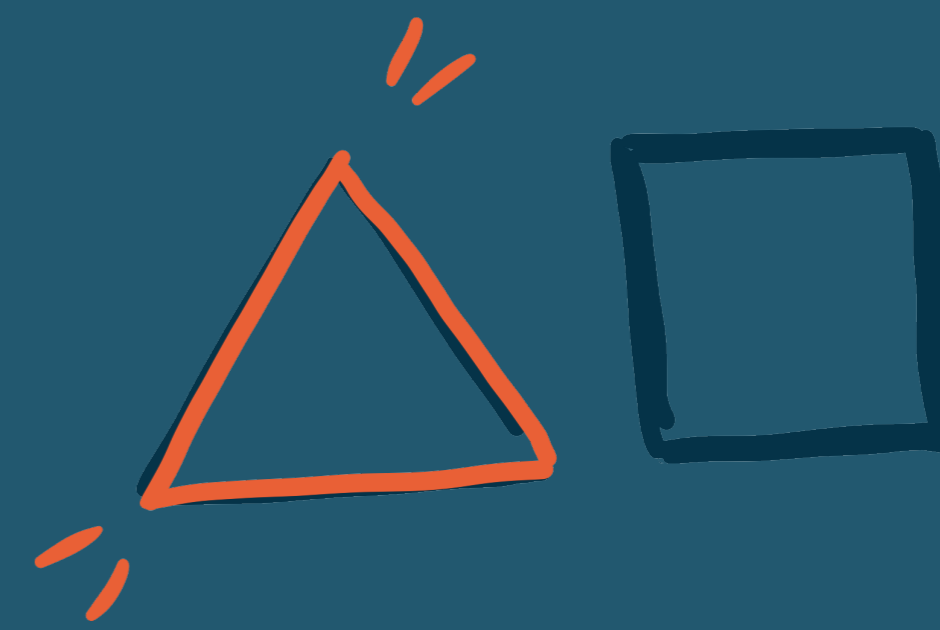


# Shaping product advantage



How early-stage B2B SaaS startups can increase their product launch success by taking a customer- and competitive centred approach

## Introduction

**Context** | Tech-startups are booming, success rate is still incredibly low. As eleven out of twelve startups fail. Lynk, a B2B software startup struggling to gain early traction with its target customer in the construction sector.

**Objective** | How can Lynk effectively launch their software product into a mainstream audience?

## Brief

**Opportunity** | Through customer- and competitive centred approach gather deep customer insights about the customers worldview, shape product advantage and take a differentiative positioning.

**Analysis** | Empirical research showed that Lynk applies a broad market segment strategy, which results in a lack of product advantage. Two improvement plans are proposed, one to create a Niche launch strategy and shape product advantage, while the other embeds customer- and learning centred practices in Lynks customer conversations.

## Solution

Niche positioning for Tender and Development & customer discovery approach

