

Creating Products with Exceptional Market Resonance

EGIL FUJIKAWA NES



How can you achieve lasting
product-market fit in industries
driven by trends?

**Product quality alone is insufficient
for achieving product-market fit.**



Juicero:

(noun) /joos/ār/rō

Cold-pressed juicing system

DOW JONES ▲ +0.78% NASDAQ ▲ +1.66% S&P 500 ▲ +1% AAPL ▲ +0.07% NVDA 0% MSFT ▼ -1.12% AMZN ▼ -0.64% META ▼ -0.35% TSLA ▼ -1.96%

TECH

A Secret Startup In Silicon Valley Is Raising \$120 Million To Make The Freshest Juice You've Ever Tasted

Alyson Shontell | Jan 12, 2015, 8:49 PM CET

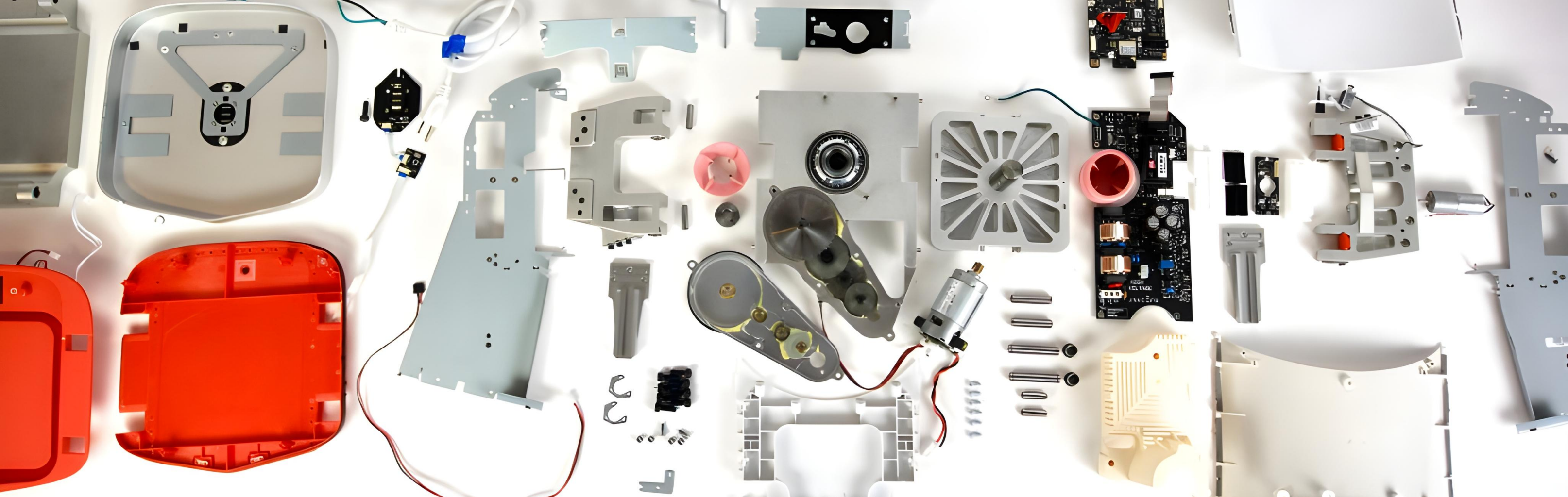
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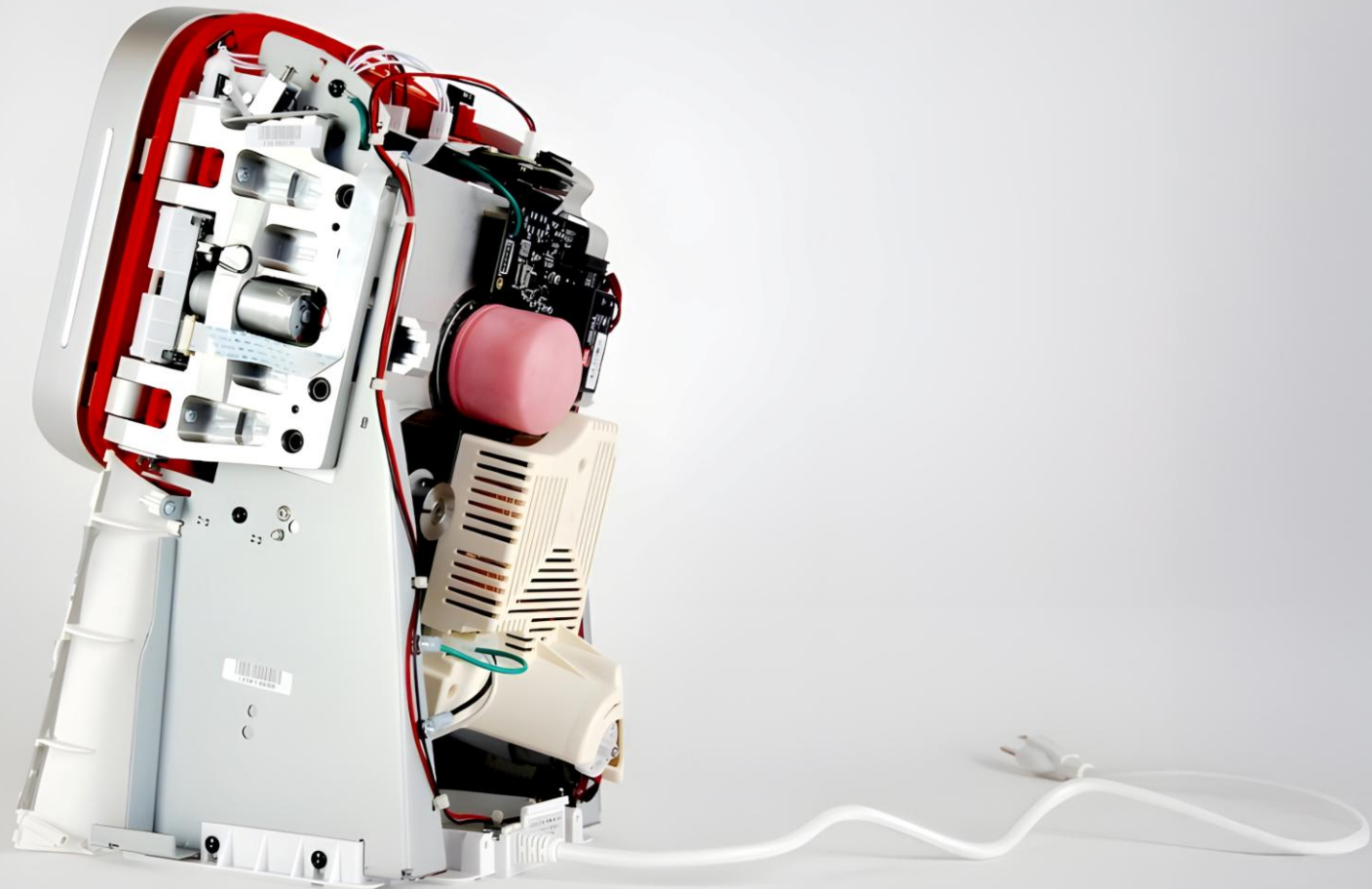
For the past year and a half, a startup called Juicero has quietly been raising a boatload of cash.

It raised \$4 million in October 2013 and an additional \$15.8 million in April 2014, according to documents reviewed by Business Insider.



Doug Evans, CEO and founder of Juicero.
[Twitter](#)





...to get juice out of the packs. But we decided
to give them a test squeeze of our own

Bloomberg
Technology



TECH / CIRCUIT BREAKER / GADGETS

Juicero, maker of the doomed \$400 internet-connected juicer, is shutting down



Juicero

By Ashley Carman

Sep 1, 2017, 11:58 PM GMT-5:30

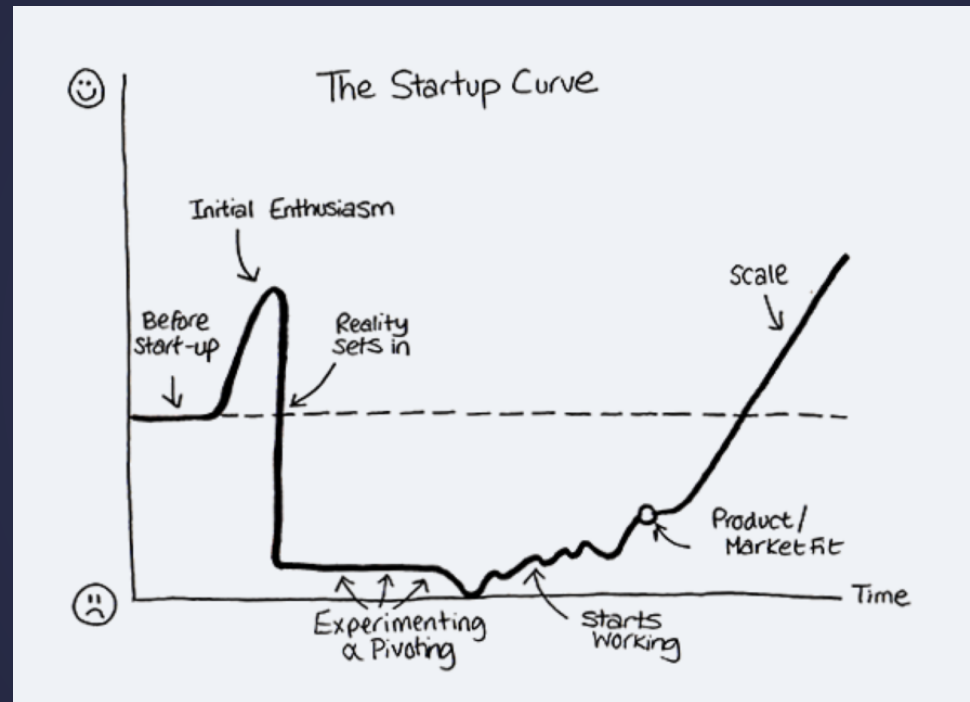


0 Comments (0 New)

**No matter how brilliant the product,
you need to convince the customers**

Product Market Fit

Does achieving product-market fit
guarantee permanent success?



Competitors improve on your product

Product falls out of fashion

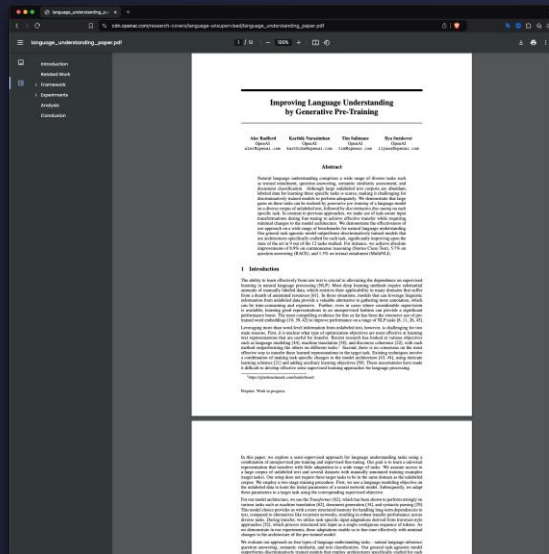
The market potential changes

**Improving upon a successful product is
not a guarantee for success**

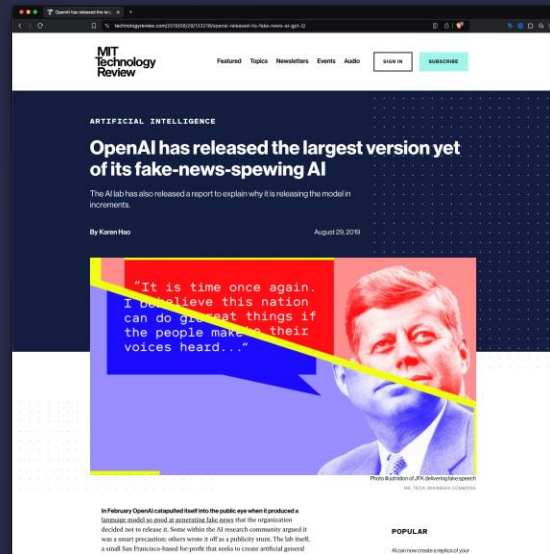
Shifts in the market
will supersede the
impact of product
enhancements



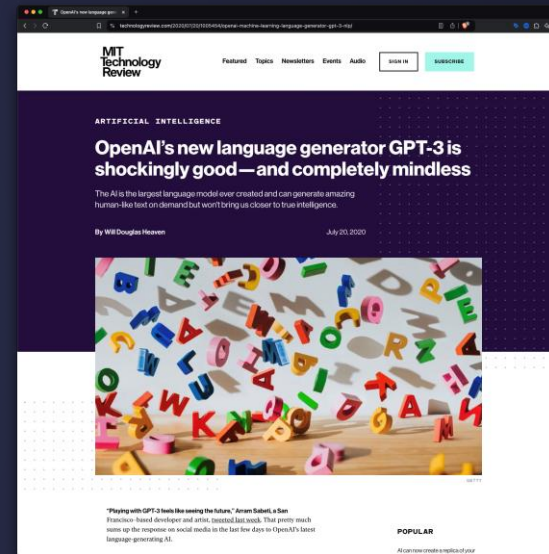
When digital products falls
out of fashion they are quickly replaced



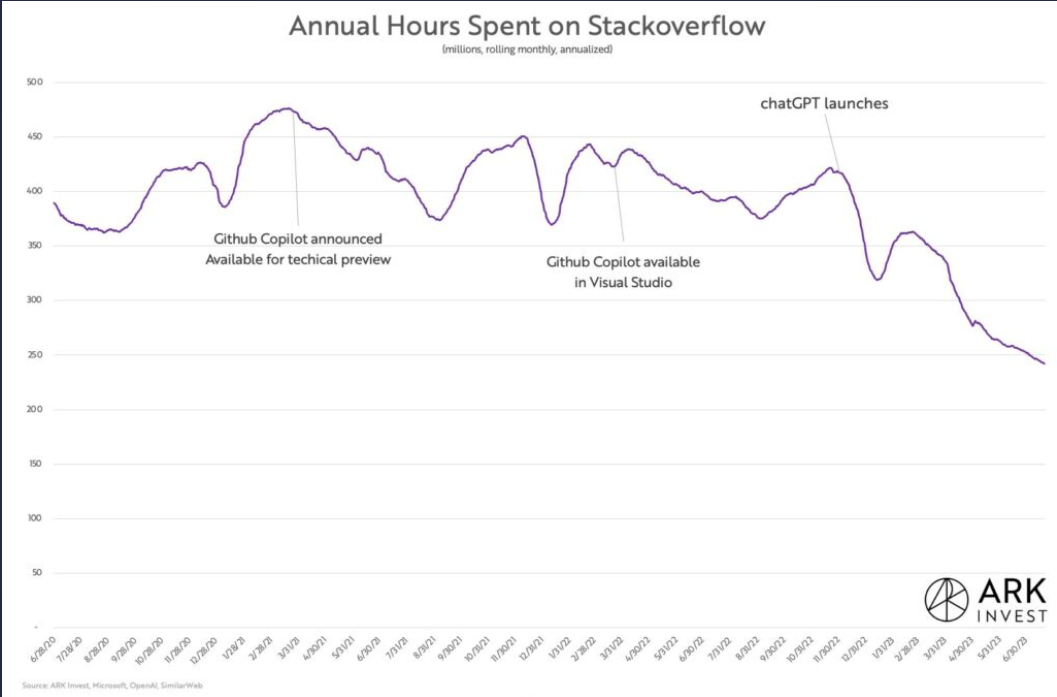
GPT-1
2018



GPT-2
2019



GPT-3
2020



It can be difficult to judge the market potential of a new product

TRENDING:

THE LISTS 2024

FEATURES & ANALYSIS

SCHOOL REPORTS

MARKET REPORTS

PODCASTS

by Larissa Bannister | September 14, 2006

How long? | 1 minute

Adidas targets avatars with shop in Second Life

LONDON - Adidas is to become one of the first global brands to create a presence in the online virtual reality world Second Life.



Adidas, which merged last year with Reebok, has bought centrally located land on www.secondlife.com, the site that is becoming the latest online phenomenon.

Market Reports

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GameSpot may receive revenue from affiliate and advertising partnerships for sharing this content and from purchases through links.

Second Life realtor makes \$1 million

Language teacher Ailin Graef sells virtual property--and becomes a real millionaire.

By [Emma Boyes](#) on November 27, 2006 at 11:40AM PST

 [183 Comments](#)

Ailin Graef--who is better known by the name Anshe Chung--works as a real estate developer. She buys property, develops it, resells it, and uses the profits to buy even more. Her business has

Where to buy

Second Life

IT INFRASTRUCTURE

CLOUD COMPUTING

Gartner Predicts 80% Of Internet Users Will Be Active In Virtual Worlds

An interesting report by Gartner this week adds evidence that virtual worlds are here to stay. Gartner says 80% of Internet users will be active in virtual worlds within four years. They also gave advice on how big business should get on top of virtual worlds. </p>



Mitch Wagner, California Bureau Chief, Light Reading

April 27, 2007

🕒 3 Min Read

Home > News > Technology > Software

Gartner gives Second Life a dose of virtual reality





By Phil Muncaster
Mar 12 2008 3:06PM



Virtual worlds, such as Second Life, might one day be a useful business tool but they are not yet enterprise-ready, analyst group Gartner has warned.



RELATED ARTICLES

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Customer-Centric Product Development

“ The more customer-centric you are,
the longer it takes your competitors
to figure out your game.

Harvard Business Review (2006)

Customer-centric product development in practice

WD-40



- Rocket Chemical Company
- B2B product for aerospace
- Convair employees snuck cans out to use at home

WD-40
USD 3.16 billion
market cap



Structured customer-centric product development



**A customer engagement tool does
not automatically make a company
customer-centric**



Products

My Q-idea

Log in

Search

Menu

Front > My Q-idea

Do you have the
10,000 kroner
idea?

We have received
11079
ideas from you



Capture market trends

Under consideration

Mango Lassi



Joakim Iversen

17. nov. 2024

It is a sour, sweet and delicious drink made from milk, natural yogurt/kefir and mango. In Norway it appears at Indian restaurants and exotic food stores. Other flavors are also welcome, these are the most popular

[Copy link and share](#) @

[Report idea](#)



Get feedback on packaging

New idea

Lottery name tag change page



Anonymous
6. aug. 2024

Hi! Great idea with a name tag for the returnable cardboard lottery. But when we fold the cardboard the name disappears! Maybe change the page with Sunniva's picture? :) Best regards Gustavo

[Copy link and share](#)

[Report idea](#)



Open the scope of feedback

Launched

Cork

3 1

Led

26. jan. 2023

It is desirable to raise the cap on the 1.75 liter carton. Can it be made a little higher so that you can get a better grip.

Regards Vedis Hannestad

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[Report idea](#)



Even companies will participate

New idea

Q-Bic 6-pack



Bear

27. nov. 2024

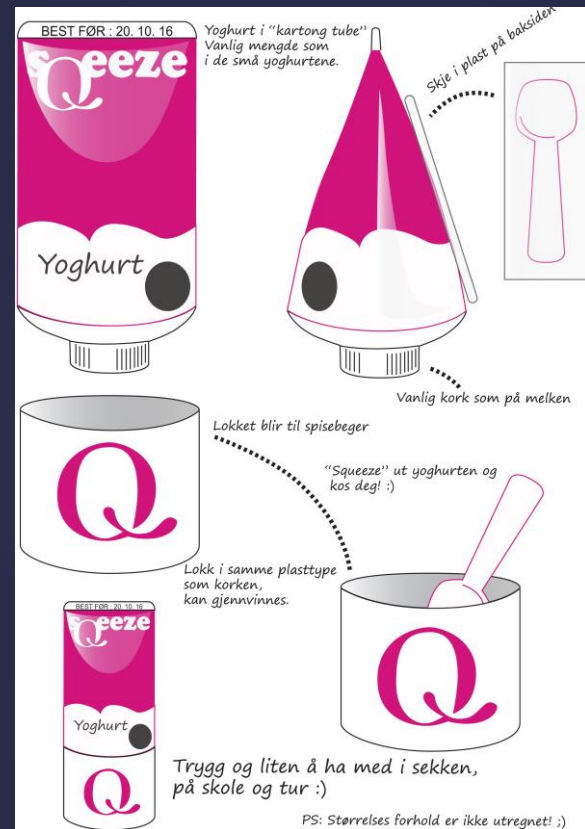
At www.q-bic.com you can see how our cubes with 6 pyramid-shaped cups are the strongest and smartest 6-pack solution on the market, which also significantly reduces costs, emissions and food waste.

[Copy link and share](#) @

[Report idea](#)



**Opening for customer ideas can
result in true innovations**



Make customers feel heard

Marianne in Q-dairies

17. des. 2024

Hi Vigdis

So nice that you want real dairy butter from us! We don't have the equipment to make dairy butter today, so this probably won't happen anytime soon.

But maybe it will be relevant sometime in the future :)

Maybe

you want to try making your own butter? It's very easy and you can use both cream and crème fraîche from Q-Meieriene. See the instructions here:

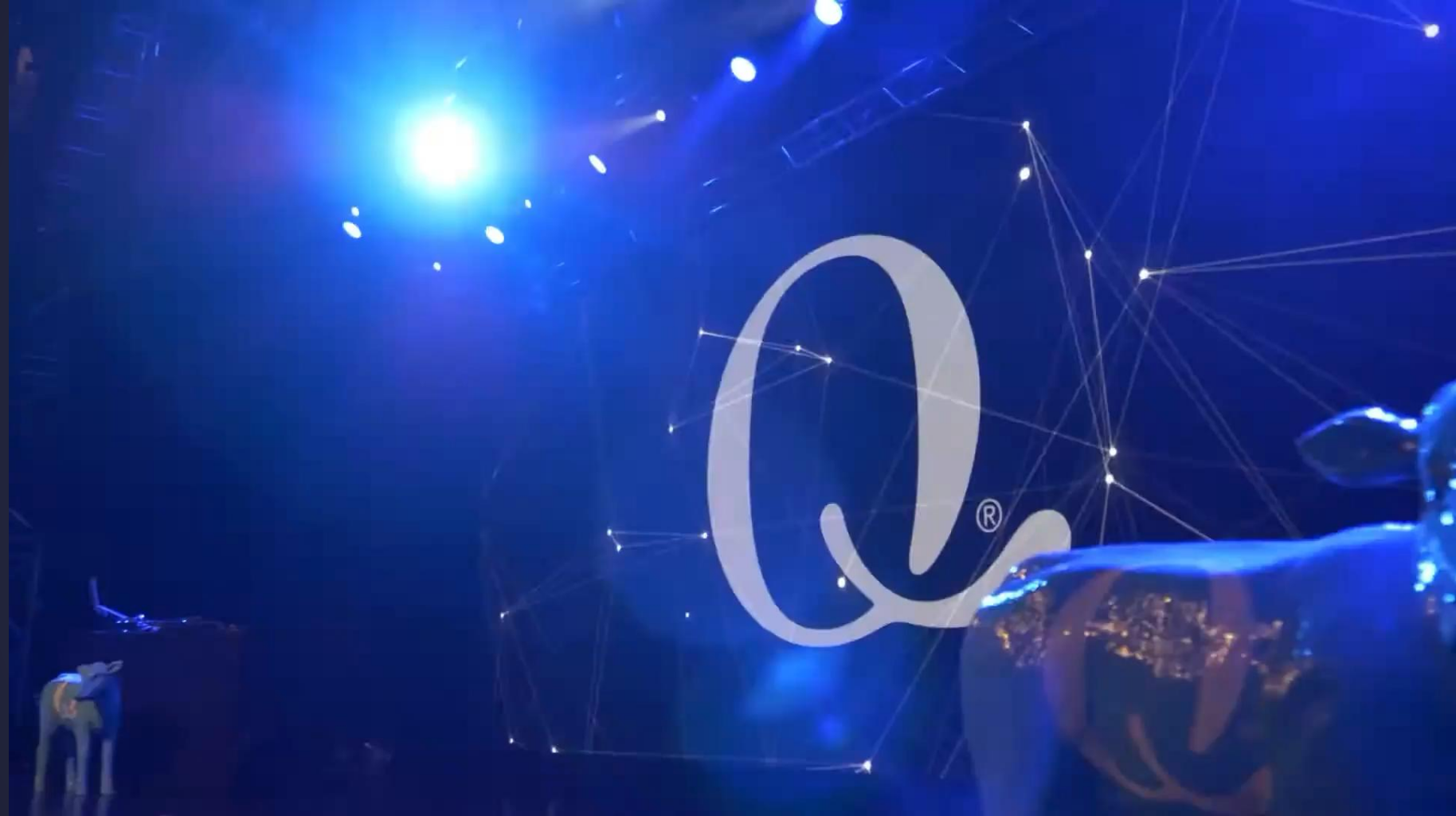
<https://www.melk.no/Inspirasjon/Lag-dine-egne-meieriprodukter/Lag-ditt-eget-smoer>

Butter greetings from Marianne

[Report comment](#)

Build a Customer-Centric Culture





**If you have production constraints,
limit the input for ideas**

1

2

3

4



Create your own Kauli favorite

Choose cheese base:



Goat



Parmesan



Blue cheese



Well-aged Gouda



Edam



Cheddar



Feta cheese



Brie

← [Back](#)

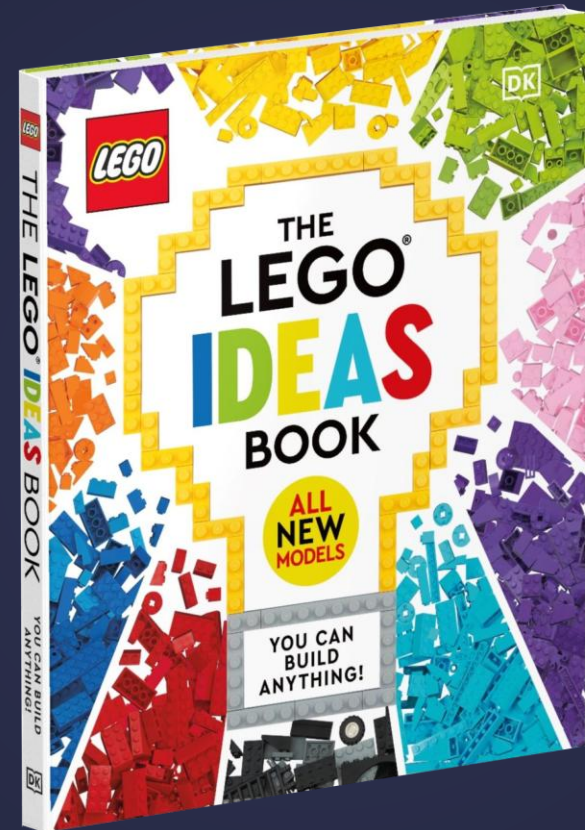
[In this](#)

For more inspiration



IDEAS 

The word "IDEAS" is written in a white, bold, sans-serif font. To the right of the word is the LEGO Ideas icon, which consists of a white, stylized brick shape with a small white semi-circle on top.



Thank you!

EGIL FUJIKAWA NES

