GTM PARTNER FOR DEEPTECH BUSINESSES

SELECTED CASE STUDIES

- B2B PRODUCT-MARKET FIT
- INVESTMEN-READINESS
- PRODUCT LAUNCH
- NEW CHANNEL PARTNERSHIPS
- OPERATIONAL PLAYBOOK FOR TEAM MANAGEMENT
- MARKET LANDSCAPE AND COMPETITIVE INTELLIGENCE
- CORPORATE TECHNOLOGY ROADMAPPING

ABOUT ME A research scientist by training and a technology scaler by trade, I've helped companies turn complex technologies into commercial products since 2012. I hold degrees from UC Berkeley and Koç University (M.Eng., M.Sc.) with a background in chemical and materials engineering. I've worked with across computer vision AI, smart pharmaceuticals, and medical robotics. Now based in Barcelona, Spain, I bring hands-on expertise in project management, product design, and execution strategies that move technology from lab to market.

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B2B PRODUCT-MARKET FIT

A CASE STUDY

WITH VISPERA

vispera

The company served a wide range of clients with different business priorities, organizational structures, use-cases. The sales organization could not sustainably support customization across all leads.

The Challenge

Each customer expected a tailored buying journey while the startup needed to consolidate resources and maintain focus.

The Core Tension

Deliver segment-specific value proposition *without* fragmenting internal sales & marketing capacity.

How I Stepped In

- Segmented customers based on buying logic, decision structure, and value drivers
- Defined differentiated buying journeys anchored to a shared internal GTM framework
- Tested and confirmed product-market fit angles across segments
- Translated insights into CRM tools to assure focus and repeatability

What Teams Got

- A segment-aware GTM plan with clear prioritization logic
- Aligned sales narratives that support tailored conversations without full customization
- Number of sales-qualified-leads increased x2-3.

Tools and Methods: Customer interviews; Workshops; Design Thinking; HubSpot CRM

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INVESTMENT-READINESS

A CASE STUDY

WITH RELIMETRICS

RELIMETRICS

The team invested heavily in marketing collateral, but messaging remained fragmented. Website, social media, flyers, and pitch decks introduced the value proposition from different angles.

The Challenge

Anchor market messaging without erasing the solution's broader value.

The Core Tension

Versatility of new commercial tech is attractive *only after* focus and trust are established. Until then customers and investors do not assemble relevance of multiple angles.

How I Stepped In

- Addressed as a positioning and sequencing exercise
- Identified distinct benefits, map them to specific ICPs and investors
- Conducted primary interviews
- Developed a uniform visual language across messaging outlets

What Teams Got

- Disciplined storytelling
- Customer decks specific to each target group
- Investor deck
- Onboarding deck for internal alignment
- 3 successful investor meetings

Tools and Methods: Interviews, Direct meetings; Canva, MS Office

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PRODUCT LAUNCH

A CASE STUDY

WITH VISPERA

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The product concept and early beta tests showed strong promise. Despite this, the launch-ready version kept getting postponed.

The Challenge

The team hesitated to invest fully in features that may later be disqualified. Decisions were deferred and the product remained in a prolonged beta state.

The Core Tension

De-risking commitment under uncertainty. The perceived risk of choosing the “wrong” features prevented the team from moving forward at full speed.

How I Stepped In

- Established the actual stage of product maturity
- Structured the remaining product lifecycle:
- Executed product vision, feature prioritization, risk assessment, roadmap sequencing, GTM alignment, and business plan overview

What Teams Got

- A shared product definition for feature prioritization
- Product roadmap
- Clear handover to UI/UX and DevOps teams for Scrum execution
- Launch in 4 weeks after months-long beta state.

Tools and Methods: Product management methodology; Design Thinking; Six Sigma; Gantt chart; Targeted user interviews; Scrum methodology

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NEW CHANNEL PARTNERSHIPS

A CASE STUDY

WITH VISPERA

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Local direct sales gained traction and the team planned to expand into new markets.

The Challenge

ICP definitions, buying journeys, language, and business culture varied significantly across target markets. Local distribution or reseller channels were required, but the team lacked a trusted network.

The Core Tension

Expanding through channels required handing over partial control of sales execution. The existing sales structure resisted this shift, while its current language and methods did not translate effectively to new markets.

How I Steped In

- Identified credible local actors who can own distribution or reselling responsibly
- Scouted candidates, initiated contact, run qualification conversations

What Teams Got

- A pre-screened shortlist of viable local distribution or reseller partners
- Structured insight into each candidate's commercial, operational, and cultural strengths and risks.
- Partnered sales constituted 30% of total revenue in 3 months.

Tools and Methods: Targeted Outreach; Events and conferences; Direct meetings; Comparative evaluation and reporting

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OPERATIONAL PLAYBOOK FOR TEAM MANAGEMENT

A CASE STUDY

WITH GESUND.AI

Early-stage tech startup team operating with a flat, agile structure. While this supported speed and autonomy, it gradually undermined task execution. Planning gaps and unclear ownership accumulated.

The Challenge

Overall strategy and daily execution drifted apart. Different parts of the team leaned towards different priorities. Goals did not translate cleanly into projects, and tasks lacked clear ownership, timelines, and accountability.

The Core Tension

The push for velocity hid organizational misalignment.

How I Steped In

- Addressed execution-alignment through workshops
- Designed task and performance structure that reflected how each team actually worked
- Configured SaaS tool to ensure ownership, prioritization and timing

What Teams Got

- A plug-and-play task management and performance interface tailored to the team's longterm workflow
- Clear linkage between strategy, daily execution and pacing
- Shared visibility and accountability
- x2 increase in efficiency for scaling operations

Tools and Methods: Culture and Alignment Workshops Series; Notion; Monday.com; Microsoft Planner

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MARKET LANDSCAPE AND COMPETITIVE INTELLIGENCE

A CASE STUDY

WITH MAX PLANCK INSTITUTE

Systematic market and competitive analysis slipped down the priority list amid TRL advancement efforts and customer-facing work, and investment-seeking.

The Challenge

No single owner was responsible for market awareness. Strategic input relied on fragmented signals from news, social media, and ad hoc conversations rather than a consistent research approach. Engaging large consulting firms was costly or impractical at present stage.

The Core Tension

The TRL advancement efforts compete with the long-term benefits of structured market intelligence. Strategic blind spots increase product-market misfit risk over time.

How I Stepped In

- Assessed existing tools and information channels
- Identified gaps, established a research scope
- Dedicated time to analyze relevant data
- Monitored competitors
- Conducted conversations with key market actors
- Synthesized findings into decision-ready insights

What Teams Got

- An executive report
- A sustainable system for competition tracking
- Clear visual frameworks, including radar charts

Tools and Methods: Academic journals; Curated information sources e.g. Gartner, Frost and Sullivan; Targeted expert and stakeholder interviews;
Comparative data visualization

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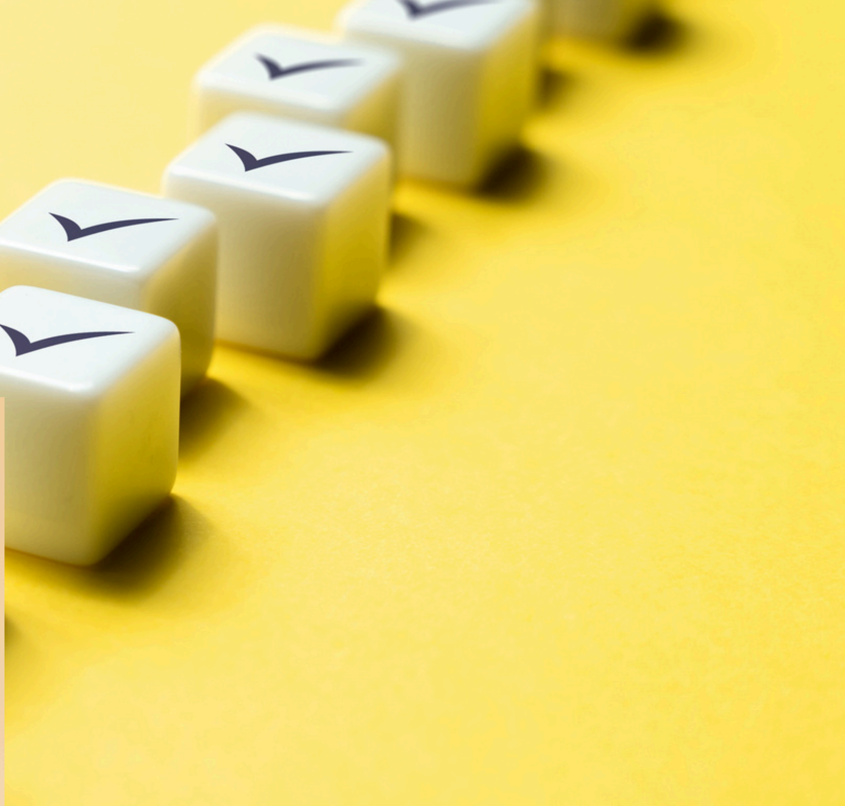

CORPORATE TECHNOLOGY ROADMAPPING

A CASE STUDY

WITH BORUSAN HOLDING

BORUSAN

Large corporation operated with mature workflows optimized for profitability and risk control. While this structure supported scale, it made it difficult to adopt fast-moving global technologies that shaped competitive advantage.

The Challenge

Processes were embedded and change was slow. Divisions focused tightly on existing responsibilities and lacked incentives or bandwidth to explore technologies that could outgrow current products or processes. Building a permanent internal innovation created friction with core operations.

The Core Tension

operating model was deeply optimized for cost efficiency and steady execution, leaving little room for discovery, experimentation, or engagement with fast-evolving innovation.

How I Stepped In

- Identified global technology drivers
- Run in-depth interviews with internal stakeholders
- Mapped the current state against future needs
- Assessed financial feasibility
- Estimated short and long-term ROI
- Compared internal capabilities with external, outsourcable technology options
- Scouted startups and technology providers

What Teams Got

- A shared purpose for why technology innovation is pursued
- A vetted shortlist of technology and startup partners
- A clear technology roadmap aligned with business priorities
- A project management structure to track progress

Tools and Methods: Stakeholder interviews; Porter's Five Forces Analysis; Design Thinking; Six Sigma

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