

New European Bauhaus Academy

From Idea to MVP: Building
Sustainable Built-Environment
Startups with Real-World Examples

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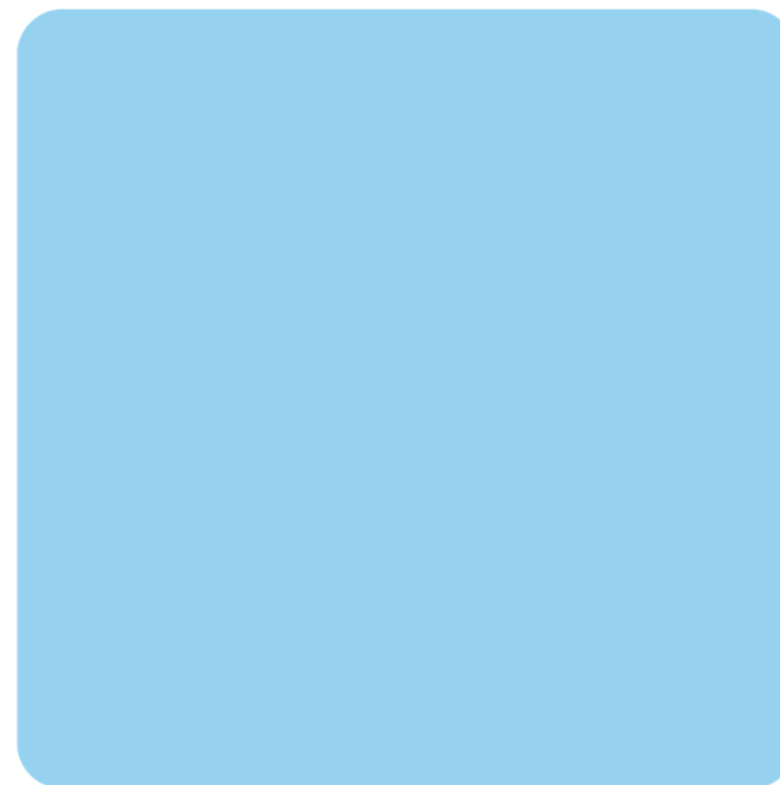


**Circular
Bio-based
Europe**
Joint Undertaking

 Bio-based Industries
Consortium



Co-funded by
the European Union





This course is part of the **New European Bauhaus Academy South Hub**, designed to empower professionals, students, and young with future-ready knowledge and skills. Through participatory and interdisciplinary methods, the course integrates the core values of the **New European Bauhaus: sustainability, inclusivity, and aesthetics.**

Organized by:

SocialTech Lab (Coordinator, Cyprus)

SURF Lab (University of Cyprus, Cyprus)

Karma Mixed Reality Lab (Koç University, Türkiye)

Ankara Aks Creative Hub (Türkiye)

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COURSE OUTLINE

What is an MVP?

Why Building MVPs Matter

Key Stages of MVP Development

1. *Ideate (Problem & Opportunity)*
2. *Define (Market & Stakeholders)*
3. *Scope (MVP Core)*
4. *Design & Build*
5. *Test & Validate*
6. *Launch (Go-to-Market)*
7. *Iterate & Scale (+ NEB Integration)*

Key Takeaways

Case Studies Preview

Dergon Case Study

Pit-2-Table Case Study

Case Study Debrief

COURSE OBJECTIVES



Understand the basics of what a Minimum Viable Product (MVP) is and why it matters for NEB-aligned startups



Familiarise yourself with the key stages of the MVP journey



Gain practical insights from real-world examples of NEB-aligned startups



Think about embedding sustainability, aesthetics, and inclusion into early-stage innovations



Utilise a simple step-by-step approach to think about your MVP journey and shape your own idea into reality



Be positioned to continue your journey with confidence and bring your idea to life

WHAT IS AN MVP?

Your Minimum Viable Product (MVP) is the version of your new product which allows you to collect the maximum amount of validated learning about customers/stakeholders with the least effort.

LEAN

QUICK

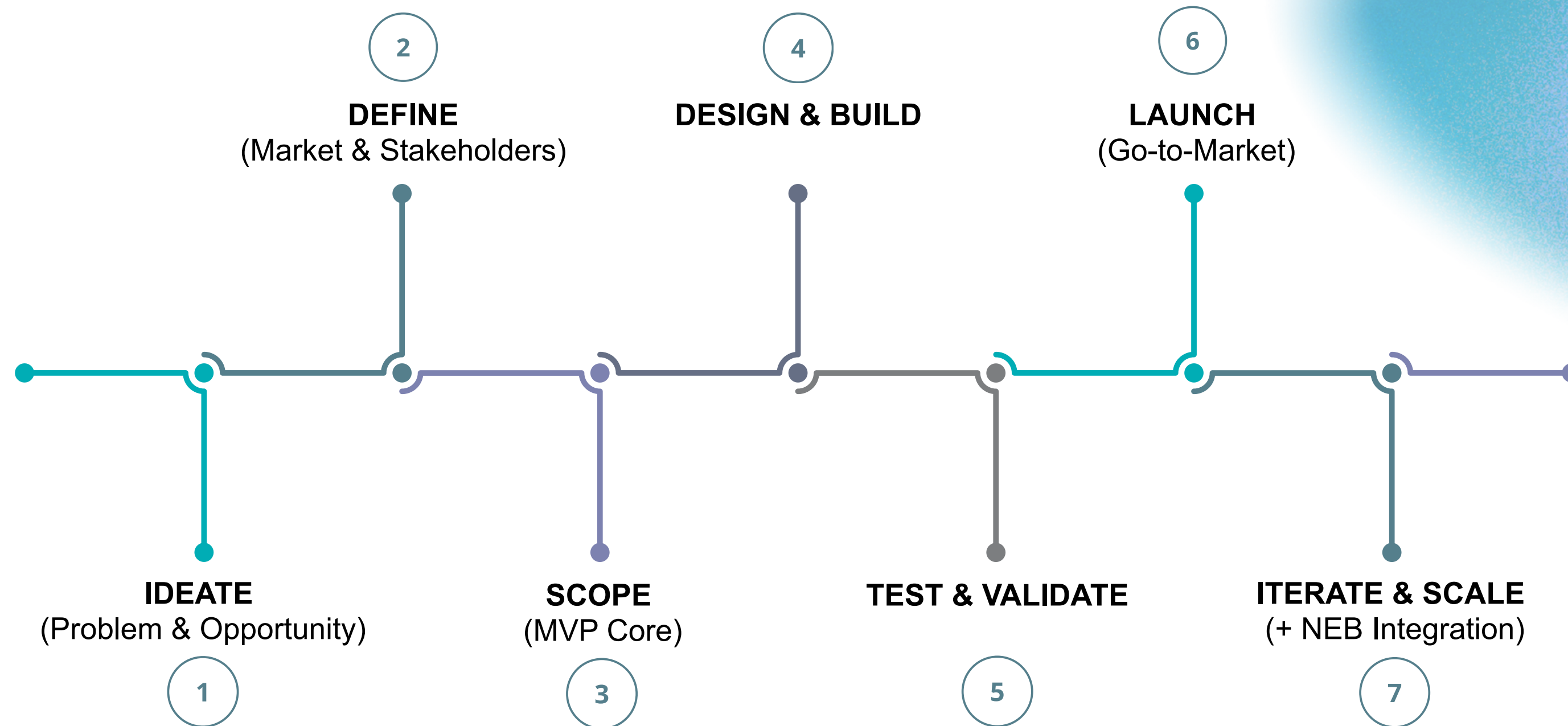
INSIGHTFUL

WHY BUILDING MVPS MATTER

- 1. Learn fast, fail FAST (+ cheap)
- 2. Validate with real users & stakeholders
- 3. Save resources (time, money, materials)

IMPORTANT FOR SUSTAINABILITY-FOCUSED STARTUPS

KEY STAGES OF MVP DEVELOPMENT



1



IDEATE (PROBLEM & OPPORTUNITY)



Spot a challenge/gap and deeply understand it

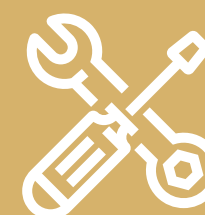


Frame the problem as an opportunity

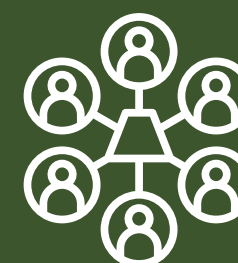


Link the opportunity to NEB values

DEFINE (MARKET & STAKEHOLDERS)



Who will use/adopt your solution?

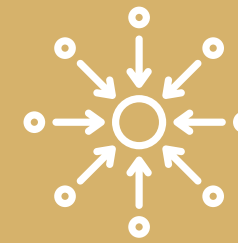
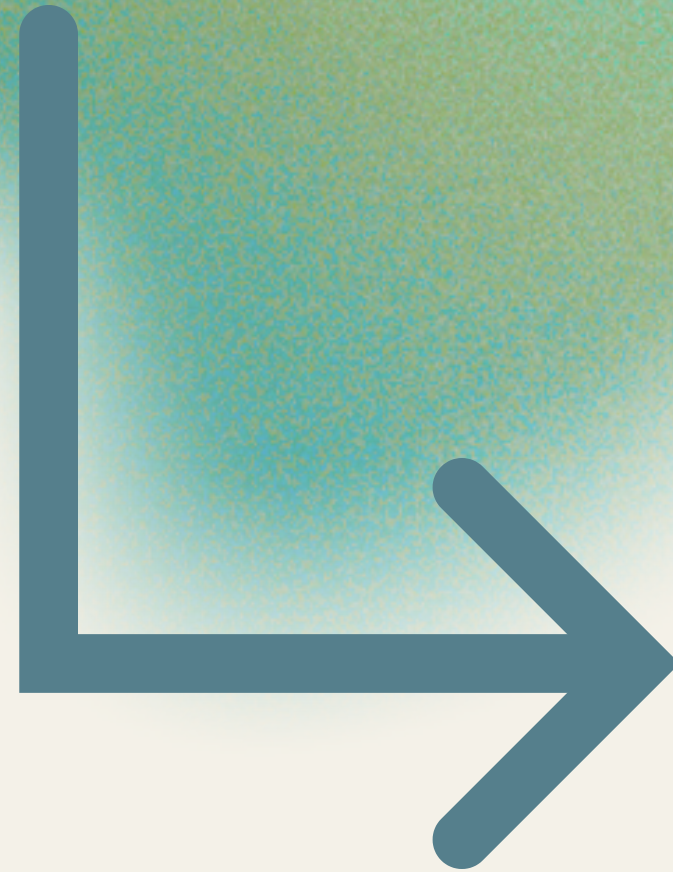


Know your stakeholders and involve them



Understand needs & adoption barriers

SCOPE (MVP CORE)



Focus on one core feature

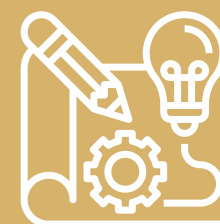


Assemble critical team & resources



Stay lean but impactful

DESIGN & BUILD



Create a prototype (sample, mock-up, demo unit)

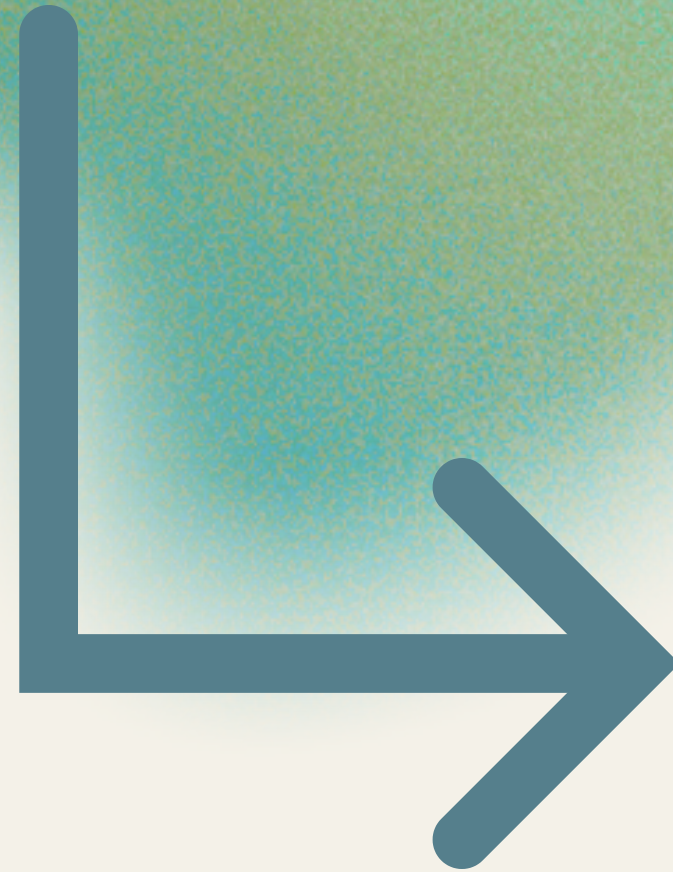


Test feasibility: strength, safety, aesthetics, cost



Document your process

TEST & VALIDATE



Pilot with stakeholders

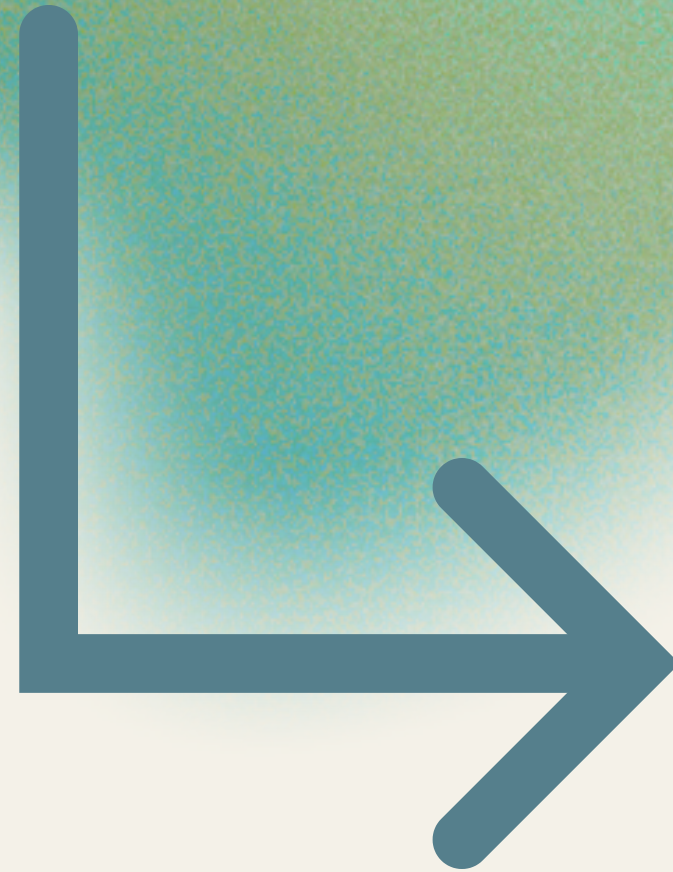


Gather structured feedback



Check compliance (codes, certifications, standards)

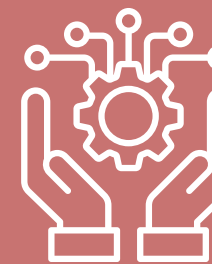
LAUNCH (GO-TO-MARKET)



Deploy in a real project or setting

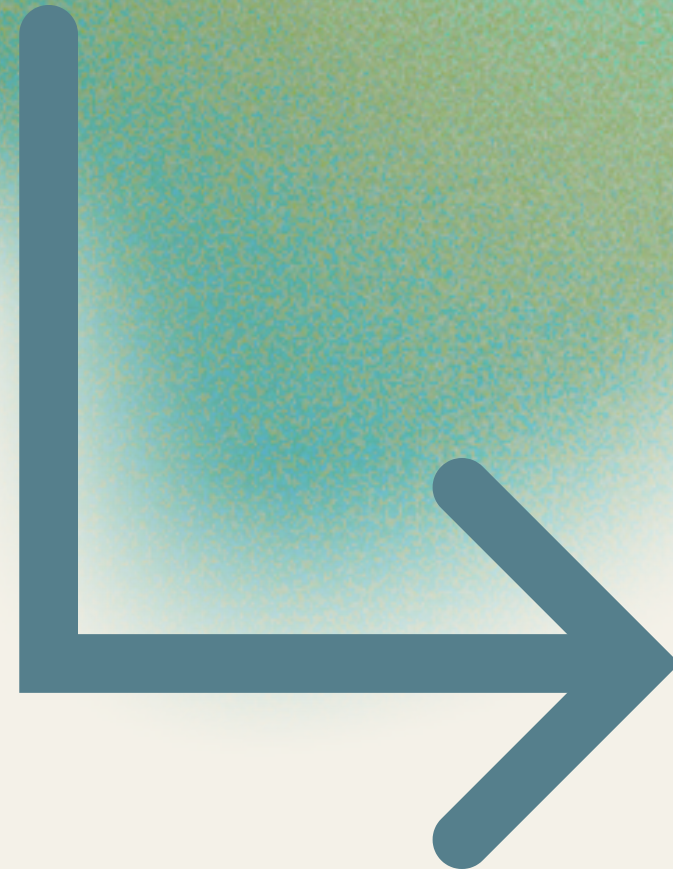


Early sales, demo installations, pilot builds



Validate adoption and willingness to pay

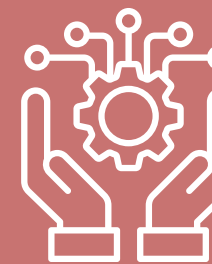
ITERATE & SCALE (+ NEB INTEGRATION)



Refine based on pilot results



Plan for production & scaling

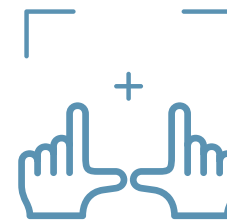


Reinforce NEB values:
Sustainability, Aesthetics,
Inclusion

KEY TAKEAWAYS



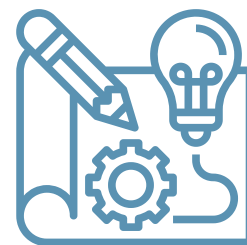
An MVP is a **learning tool**,
not a finished product



Start small: focus on
solving one problem well



Listen to stakeholders
early and often



Build iteratively: test, adapt,
improve



Embed sustainability, design
quality, and inclusion from the start

CASE STUDIES PREVIEW

DERGON



3D PRINTED STRUCTURES USING LOCAL PLASTIC WASTE

PIT_TO_TABLE



SUSTAINABLE PANELS USING DISCARDED OLIVE PITS SOURCED FROM LOCAL FARMERS



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**Circular
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Joint Undertaking



Bio-based Industries
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Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CBE JU. Neither the European Union nor the CBE JU can be held responsible for them.