

# 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



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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, Turkiye)

Ankara Aks Creative Hub (Turkiye)

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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**

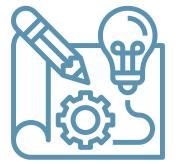
**Case Studies Preview**

**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

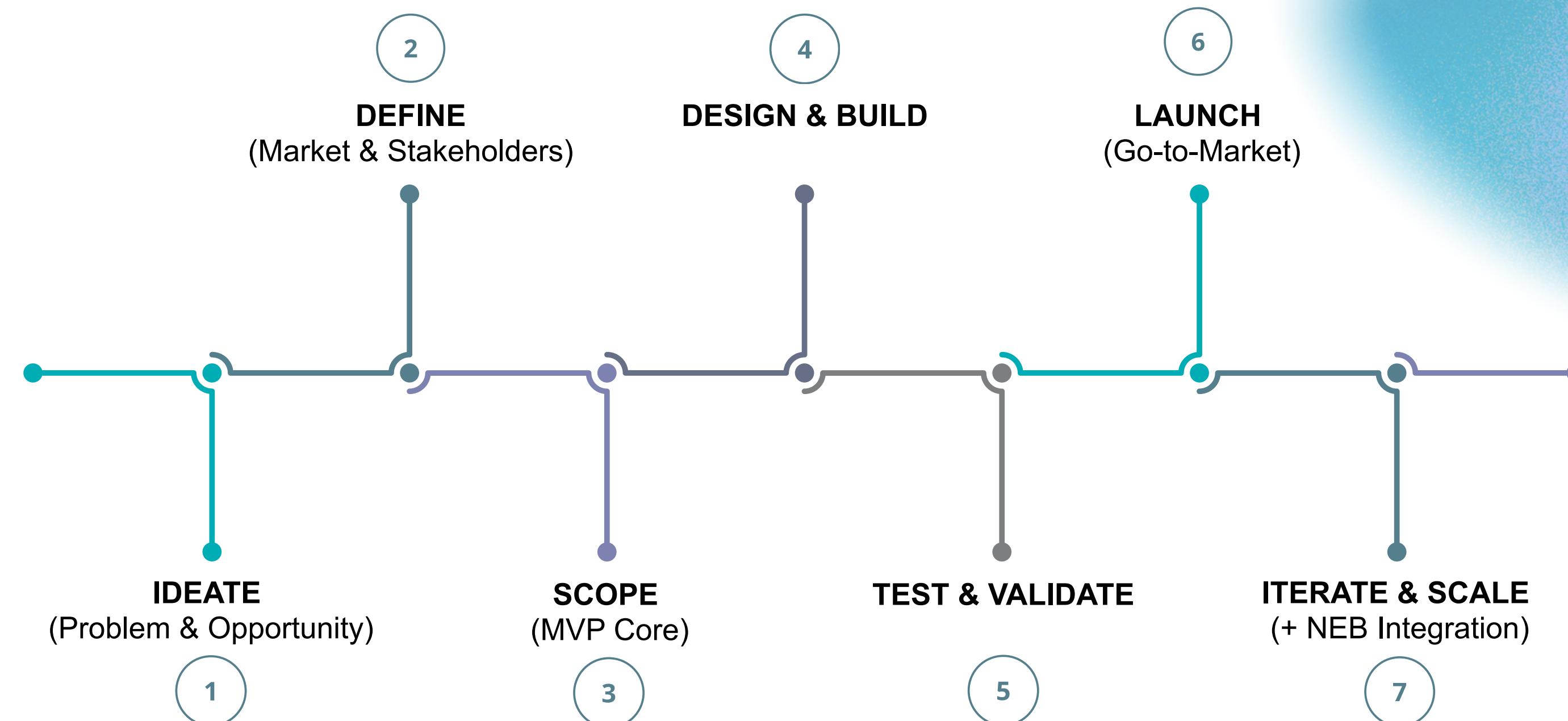
INSIGHTFUL

## WHY BUILDING MVPS MATTER

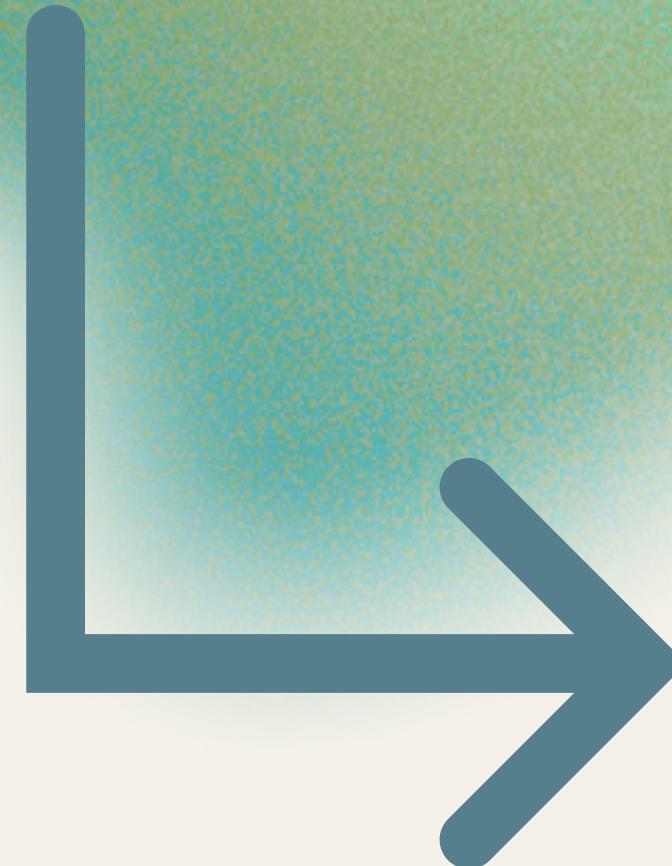
- 1. Learn fast, fail FAST (+ cheap)
- 2. Validate with real users & stakeholders
- 3. Save resources (time, money, materials)

→ **IMPORTANT FOR SUSTAINABILITY-FOCUSED STARTUPS**

# KEY STAGES OF MVP DEVELOPMENT



## IDEATE (PROBLEM & OPPORTUNITY)



Spot a challenge/gap and deeply understand it

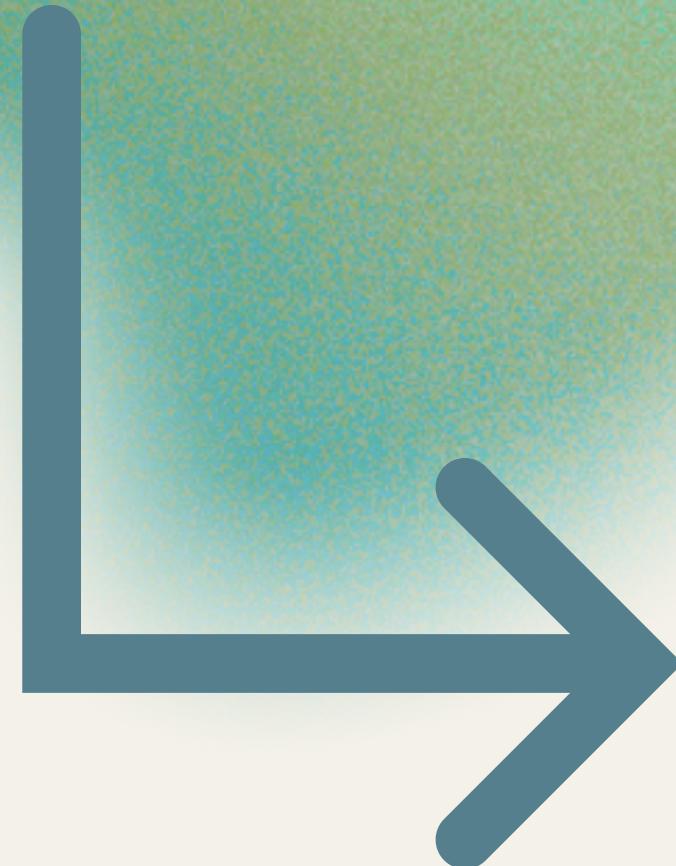


Frame the problem as an opportunity



Link the opportunity to NEB values

## DEFINE (MARKET & STAKEHOLDERS)



Who will use/adopt your solution?

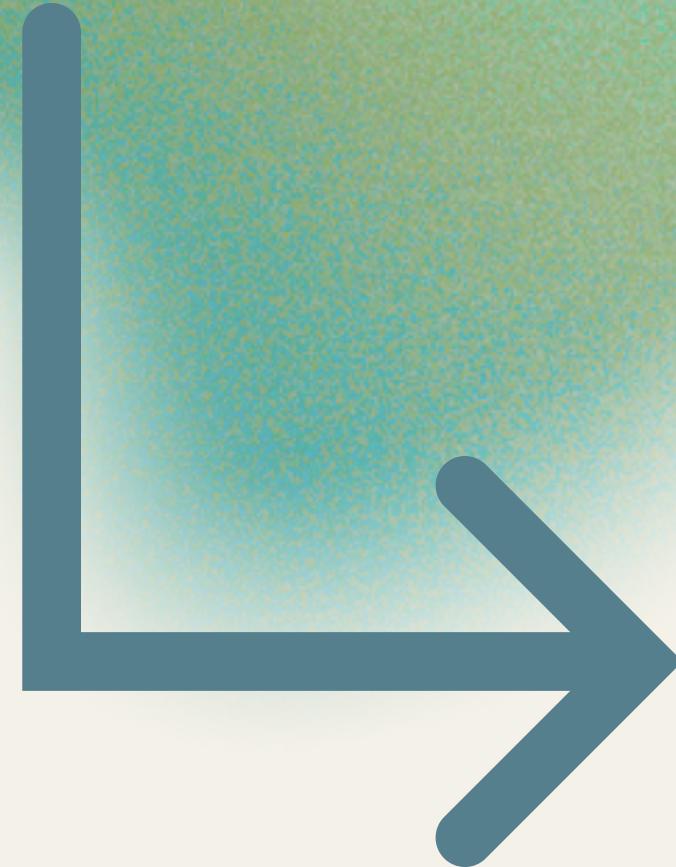


Know your stakeholders and involve them



Understand needs & adoption barriers

## SCOPE (MVP CORE)



Focus on one core feature

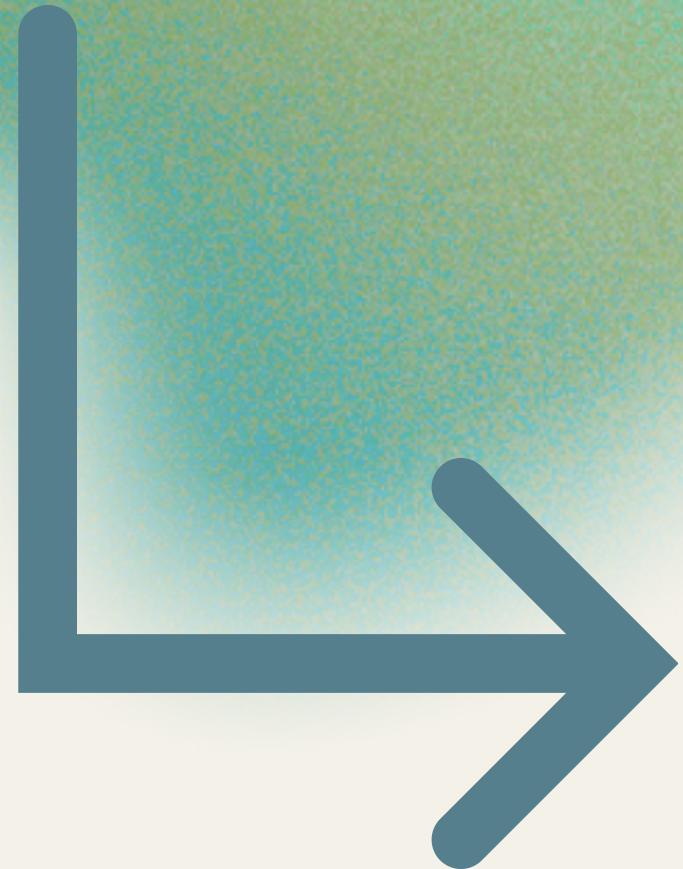


Assemble critical team & resources



Stay lean but impactful

## DESIGN & BUILD



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

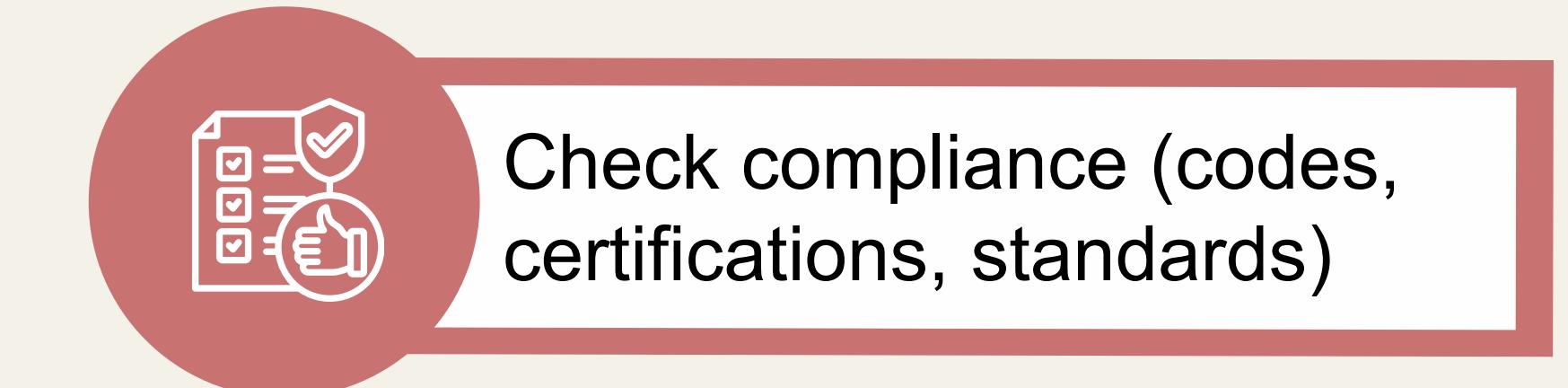
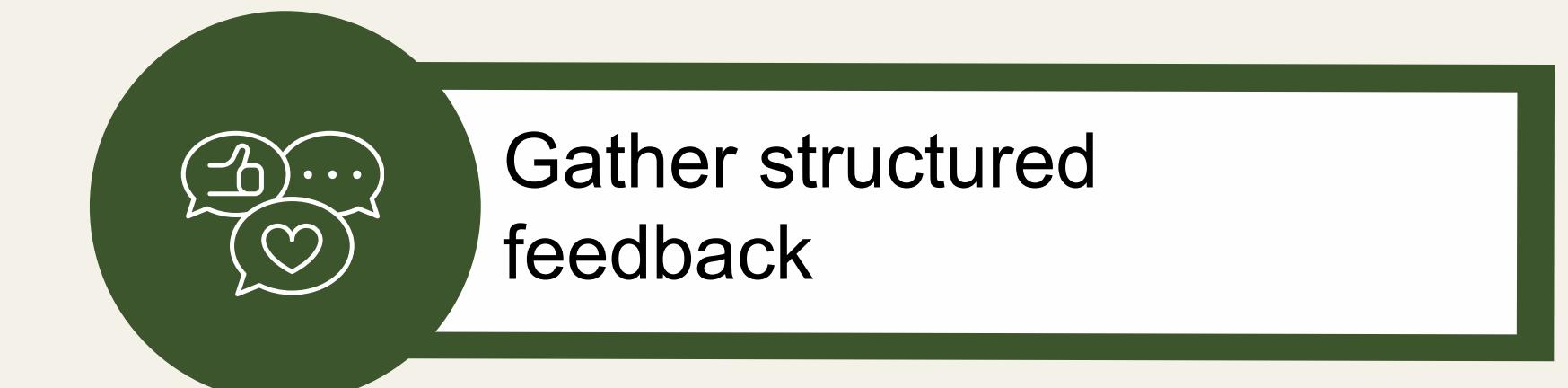
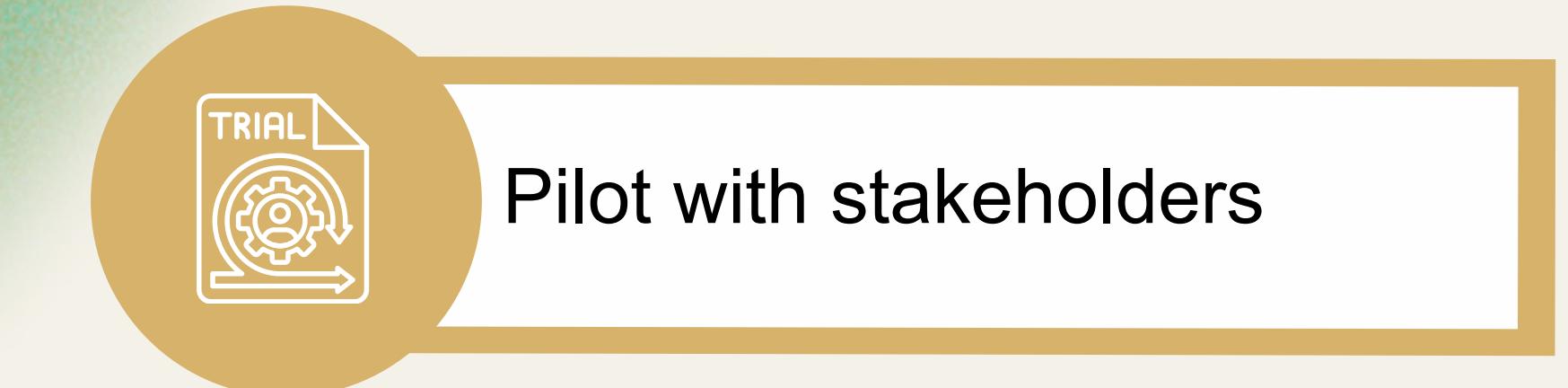
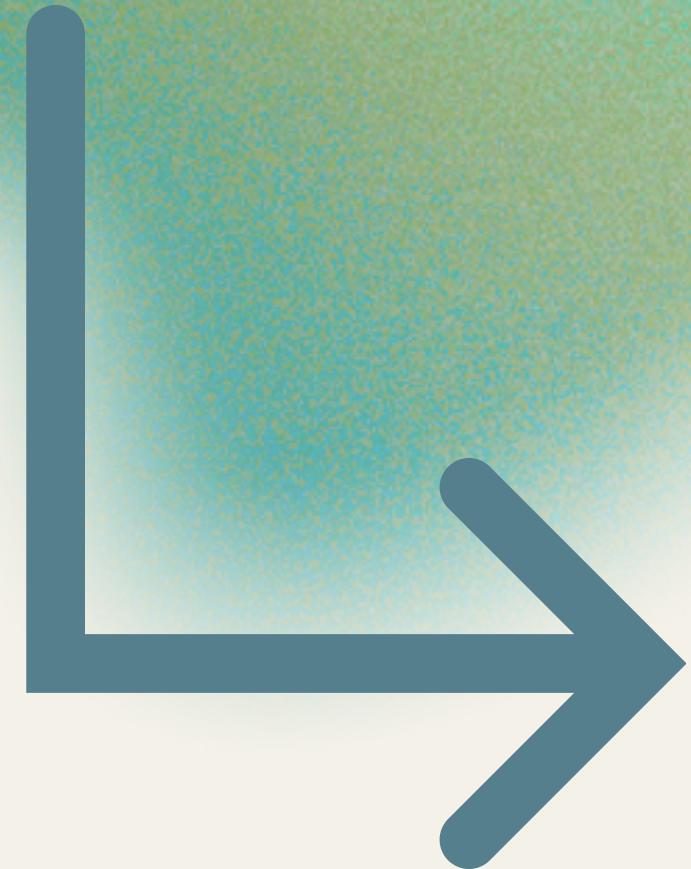


Test feasibility: strength, safety, aesthetics, cost

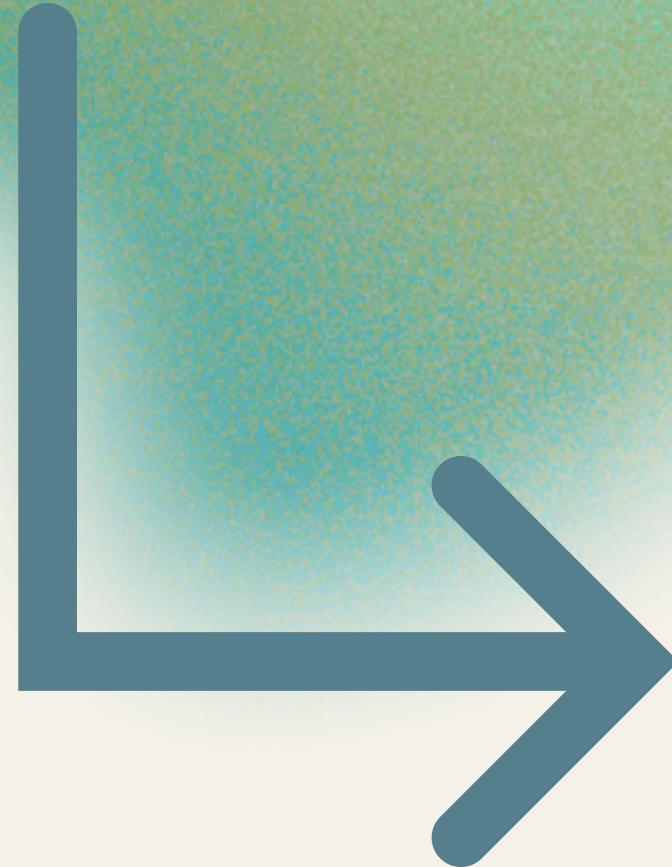


Document your process

## TEST & VALIDATE



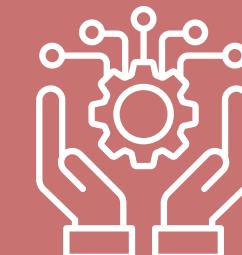
## LAUNCH (GO-TO-MARKET)



Deploy in a real project or setting

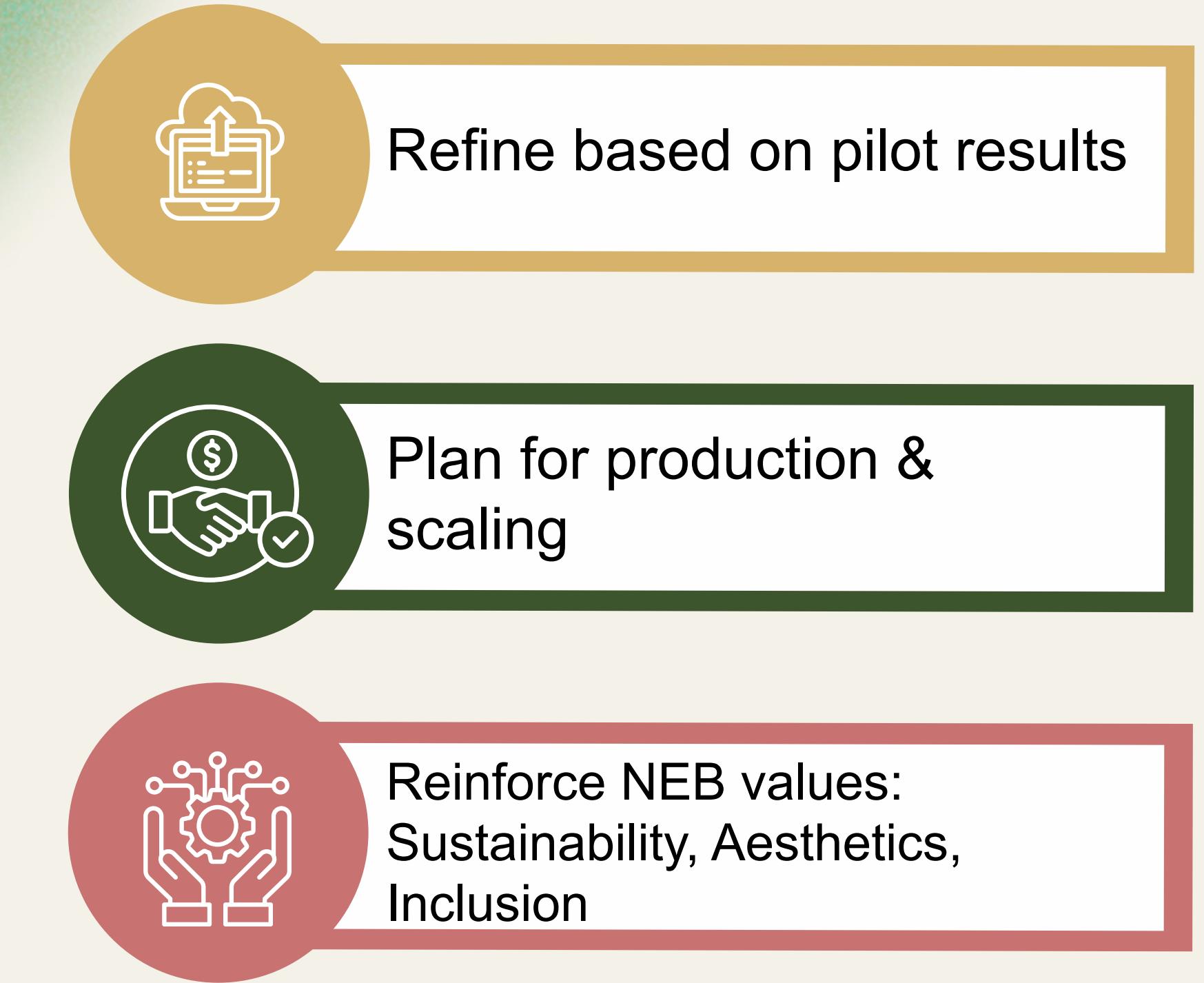
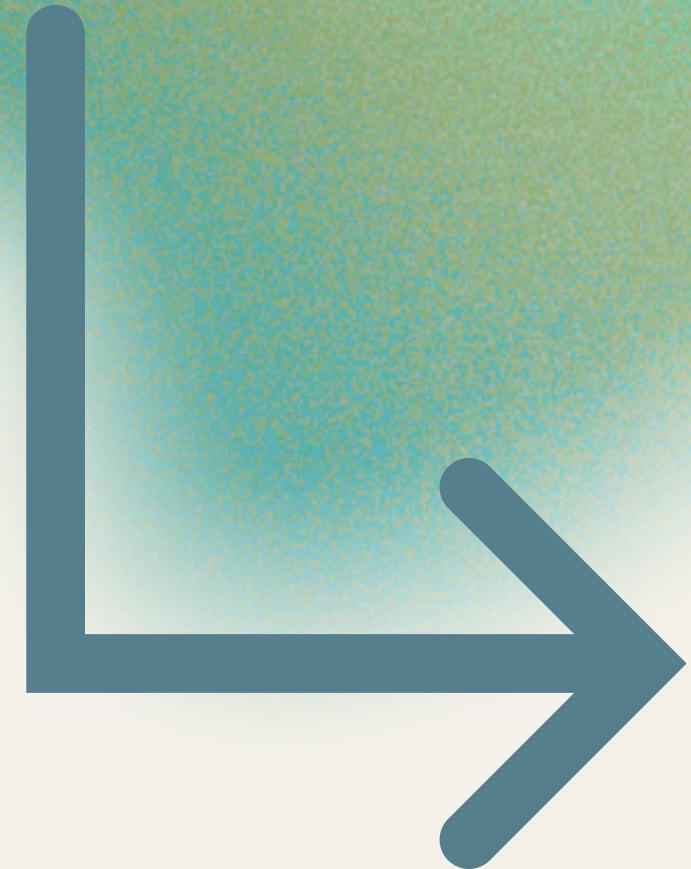


Early sales, demo installations, pilot builds



Validate adoption and willingness to pay

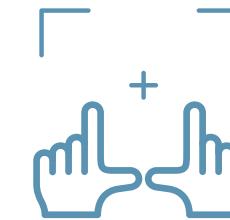
## ITERATE & SCALE (+ NEB INTEGRATION)



# KEY TAKEAWAYS



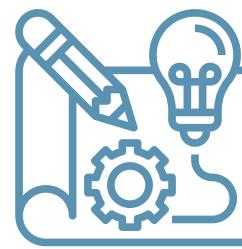
An MVP is a **learning tool**,  
not a finished product



**Start small:** focus on  
solving one problem well



**Listen to stakeholders**  
early and often



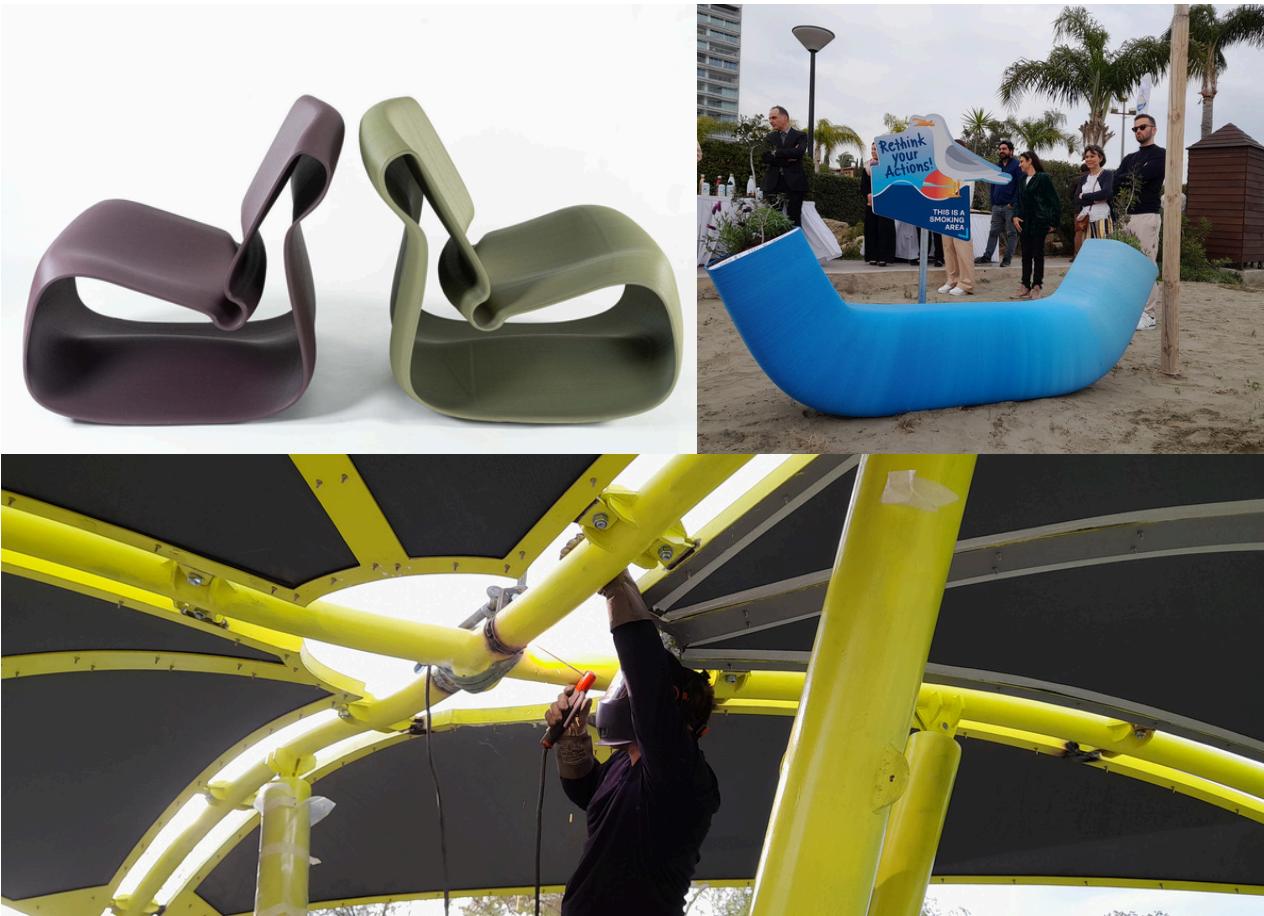
**Build iteratively:** test, adapt,  
improve



**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



# New European Bauhaus Academy



**Circular  
Bio-based  
Europe**  
**Joint Undertaking**



**Bio-based Industries  
Consortium**



**Co-funded by  
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