

THE PRODUCT MARKET FIT REPORT

WE PUT A REAL PRODUCT THROUGH THE CATALYX
CANVAS PRODUCT MARKET FIT TEST.

Days Lager
0.0% ABV



DOES IT DESERVE TO WIN? HERE'S WHAT WE FOUND



IDEAS, BUILT **RIGHT.**TM



CANVAS: A SMARTER WAY TO PREDICT INNOVATION SUCCESS

Most innovation fails because something hasn't landed right with consumers.

The product might be good, but the true need it's designed to address hasn't been understood well enough, or the execution misses the mark, or the price feels wrong. Any one of these things can result in underperformance and delisting.

Canvas measures Product Market Fit across critical dimensions, so you know **what's driving success and what's holding you back**, before you scale.

**OVERALL
SCORE**

63%
MID



SWIPE TO UNPACK THIS SCORE



IDEAS, BUILT RIGHT.™

 **Catalyx
Canvas**

THE BREAKDOWN

**OVERALL
SCORE**

63%

MID



PLATFORM STRENGTH:

49% - WEAK

How successful is the product in addressing the consumer need? Does it matter to them? Are other options available, or is there a gap? Do they believe your brand can solve it better than what's out there?

RECIPE PRECISION:

63% - MID

Does your product deliver what it promises? Do the ingredients, claims, pack design, overall experience come together to nail the promise and feel right?

PRICE-VALUE FIT:

73% - STRONG

Does the price feel fair? Does what you're charging match what consumers think they're getting?

SWIPE TO SEE WHY



IDEAS, BUILT RIGHT.™



THE PROBLEM TO DIAGNOSE:

PLATFORM STRENGTH: WEAK 49%

IT SOLVES PART OF THE NEED, BUT MISSES THE BIGGER OPPORTUNITY

THE CONSUMER NEED

"I want to enjoy a beer in social situations without the alcohol, so I can stay clear-headed and healthy while still feeling part of the moment."

WHAT WE FOUND

People absolutely feel this. Most alcohol-free beers don't taste as good as the real thing. They create awkward "Why aren't you drinking?" moments. People want an option that doesn't feel like a compromise.

BUT HERE'S THE ISSUE

People think this product is about avoiding hangovers and staying healthy. That's logical, but also niche.

But the real opportunity is bigger: helping people feel included. "Beer without the downsides" is sensible. "Being part of the moment" is emotional. One is practical. The other is what people actually care about. **Right now, the product is solving the smaller problem.**



WHAT ELSE DID WE LEARN?



THE UPSIDE: GREAT VALUE

THE DOWNSIDE: HARD TO BELIEVE IN

RECIPE PRECISION: 63%

WHAT WE FOUND

The pack is functional but forgettable. Nothing stands out - the design, colours, and format all blend into the category.

It doesn't convince people it'll taste great. And without that, the promise of a satisfying alcohol-free experience falls flat.

Consumers get the idea, just don't believe it delivers.



**KEEN TO
KNOW
MORE?** →

PRICE-VALUE FIT: 73%

WHAT WE FOUND

This is where the product wins. Consumers consistently feel it offers strong value for money. The price feels fair, accessible and easy to justify, with very little resistance.

The challenge isn't getting people comfortable with the price, but giving them a compelling reason to choose the product in the first place.

Price isn't the barrier, believability is.

ENGINEER PRODUCT-MARKET FIT. EVERY TIME.

CANVAS IS THE SYSTEM THAT MAKES INNOVATION
SUCCESS PREDICTABLE.

THREE STEPS. ZERO GUESSWORK:

1 BUILD THE PLATFORM

Lock the consumer need. Make sure it's sharp enough, underserved enough, and credible enough to win.

2 DISCOVER THE RECIPE

Define the optimal product attribute mix. Ensure ingredients, claims, pack, and experience nail the promise.

3 CRAFT THE PRODUCT IDEA

Translate strategy into execution. Prove it wins in market before you scale.

- ✓ Expert-guided ✓ Consumer-validated ✓ Built for speed
- ✓ No more launching & hoping, just ideas built to succeed

BOOK A CANVAS DEMO



IDEAS, BUILT **RIGHT.**™

