How to Understand and Create What Your Customer Wants



This co-founder of a sustainable male bodywear brand talks about the company's efforts to co-create products with their consumers.

March 26, 2020 1 min read

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Roy Bernheim, a co-founder of sustainable male bodywear brand T-Bô, discusses how the company uses an open-source approach to deliver exactly what its audience wants.

Bernheim and *The Playbook* host David Meltzer share their thoughts on topics like finding the right partner for your entrepreneurial venture, how T-Bô's leadership team realized the importance of customer input and using pre-orders to assess demand for a product. The pair also discuss how

Bernheim and his co-founder, Allan Perrottet, were introduced and how they solve their disagreements by testing their ideas.

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