

# PATH TO PMF

## Problem Solution Fit

# LEARNINGS FROM WEEK 1

# YOUR WORKFLOW

# PRODUCT POSITIONING

FOR... **TARGET CUSTOMER**  
WHO... **NEED OR OPPORTUNITY**  
THE... **PRODUCT**  
IS A... **PRODUCT/SERVICE TYPE**  
THAT... **DOES SOMETHING**  
AND... **DOES SOMETHING ELSE**  
UNLIKE... **COMPETITIVE**  
OUR PRODUCT.. **DIFFERENTIATION**

# VALUE PROPOSITION (Simple)

Our \_\_\_\_\_  
helps \_\_\_\_\_  
who want to (do) \_\_\_\_\_  
by \_\_\_\_\_  
and \_\_\_\_\_  
unlike \_\_\_\_\_

# WHERE ARE YOU?

No problem,  
no Product

A concrete  
problem, but no  
idea or Product

A concrete problem  
solving idea, but no  
Product

An MVP,  
product or  
prototype

Product  
launch

Competition,  
Product  
Development

INSIGHTING  
to find a  
problem

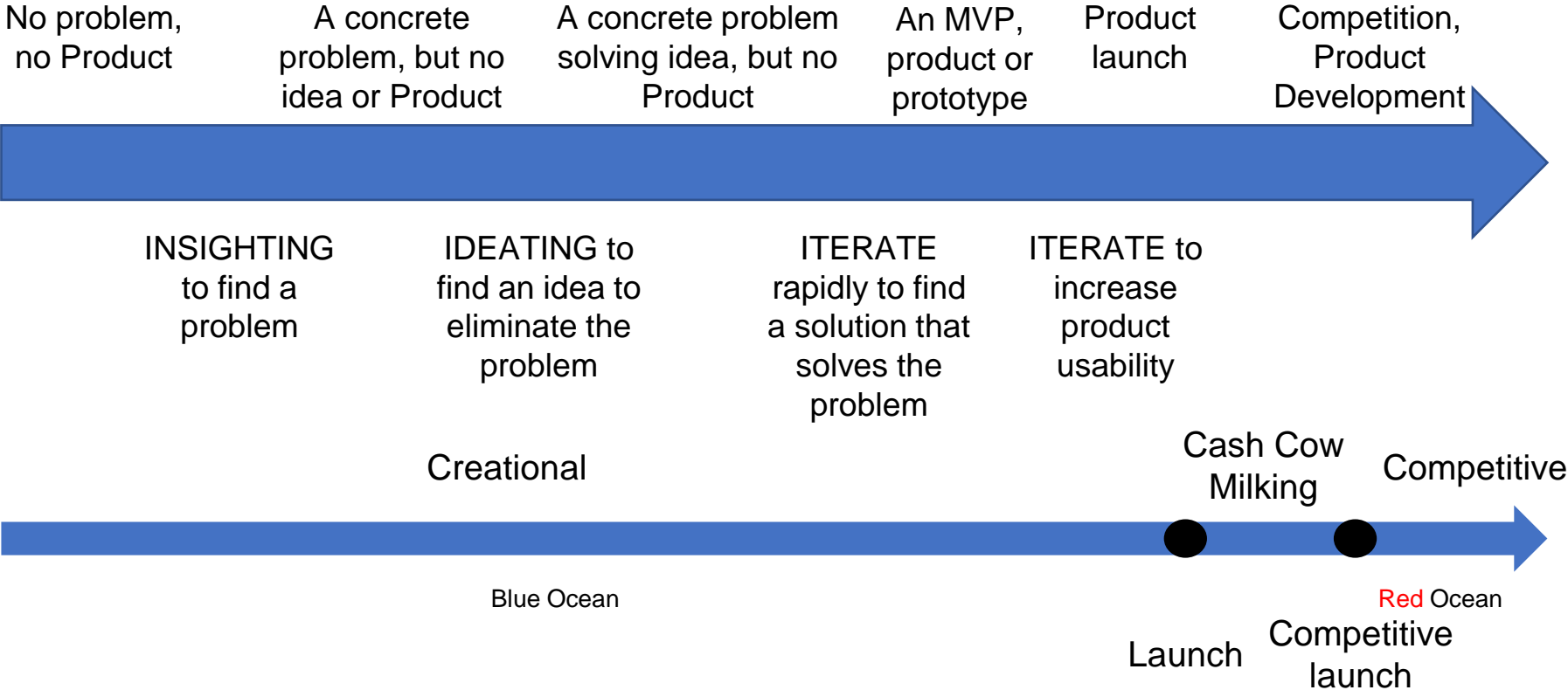
IDEATING to  
find an idea to  
eliminate the  
problem

ITERATE  
rapidly to find  
a solution that  
solves the  
problem

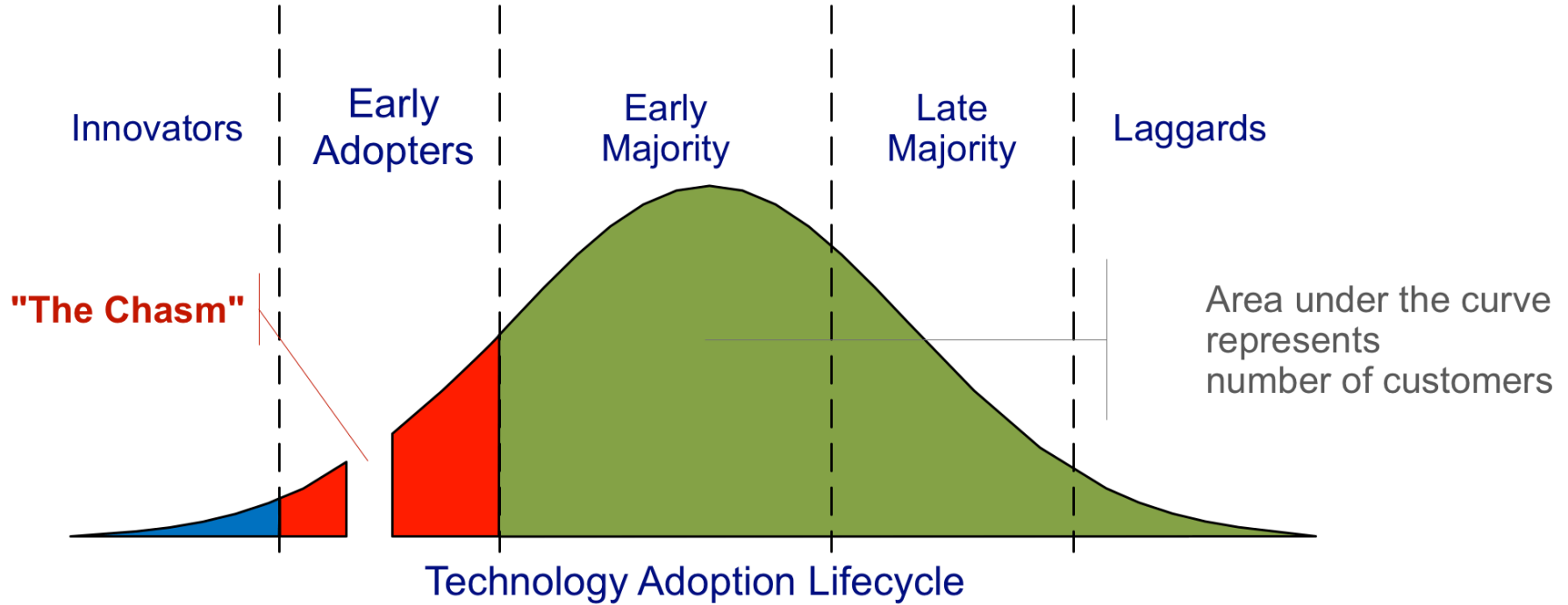
ITERATE to  
increase  
product  
usability



# WHERE ARE YOU?

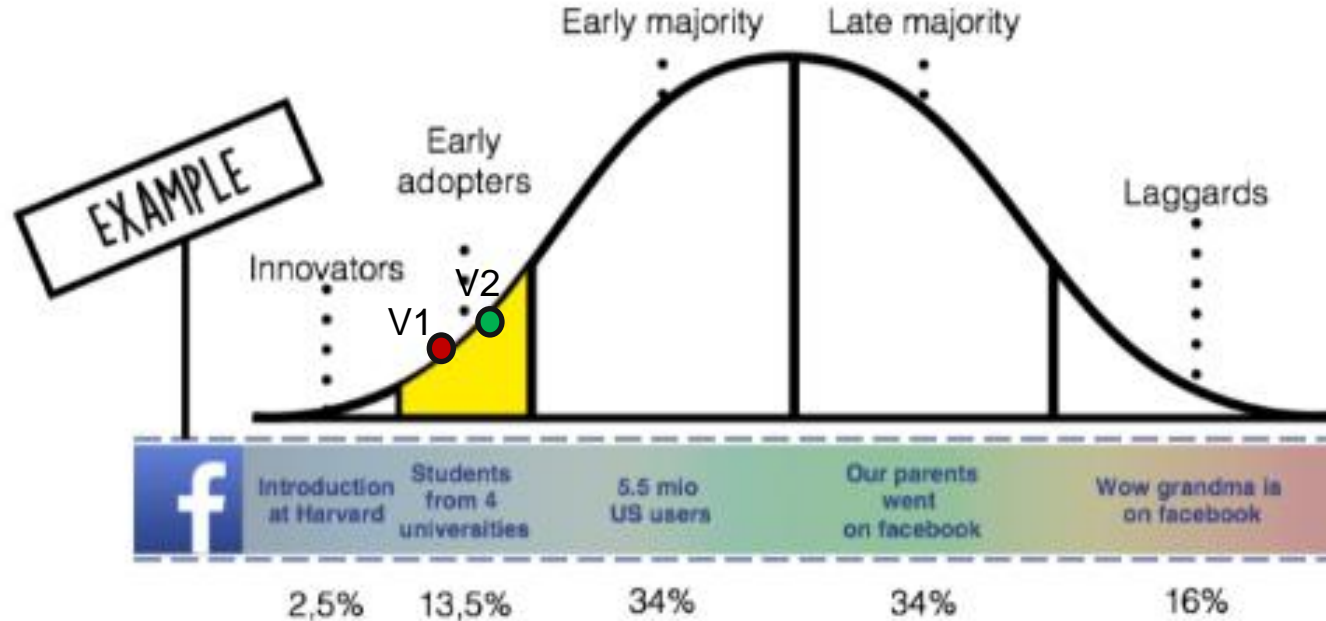


# WHO ARE YOU BUILDING FOR?

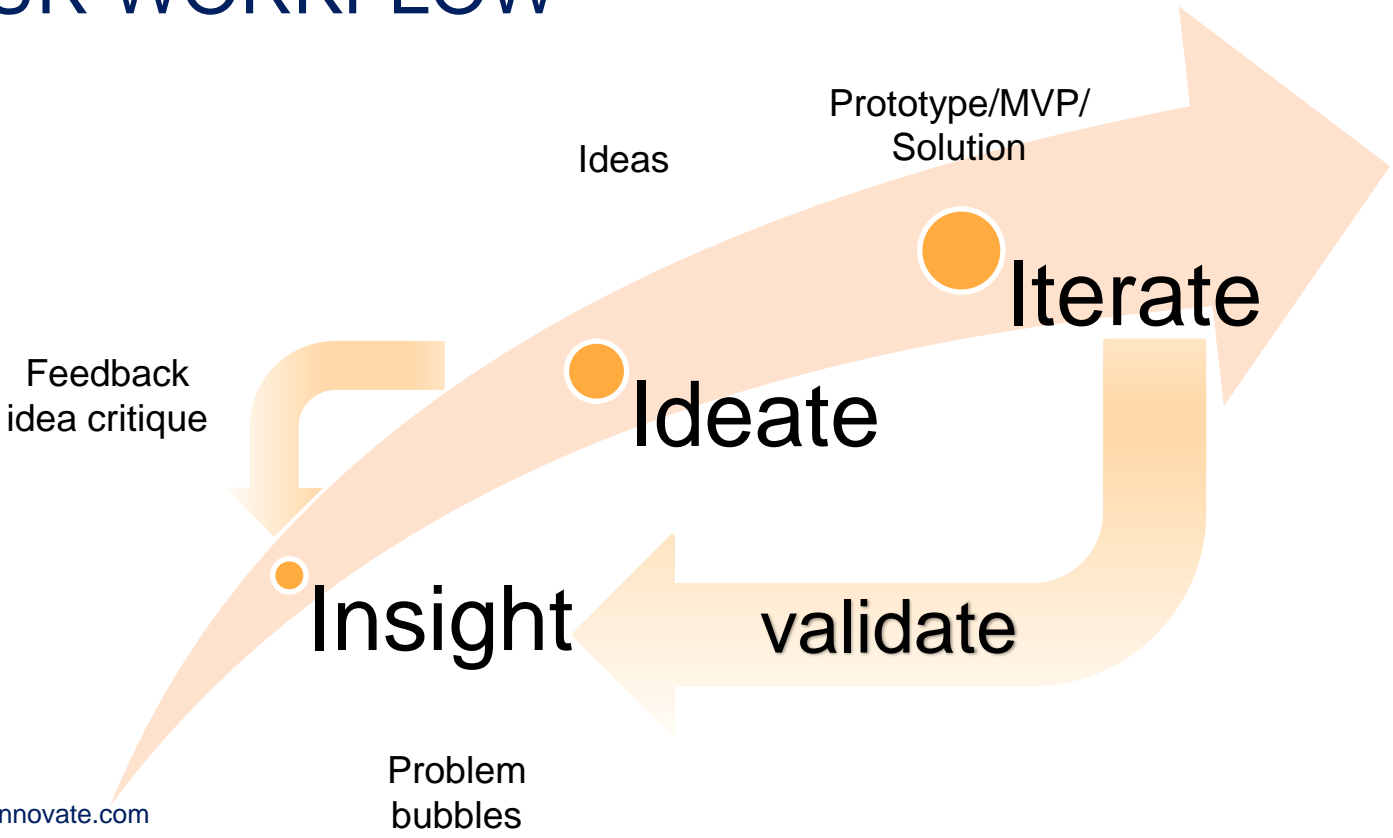




# WHAT WAS FACEBOOK BUILT FOR?



# YOUR WORKFLOW



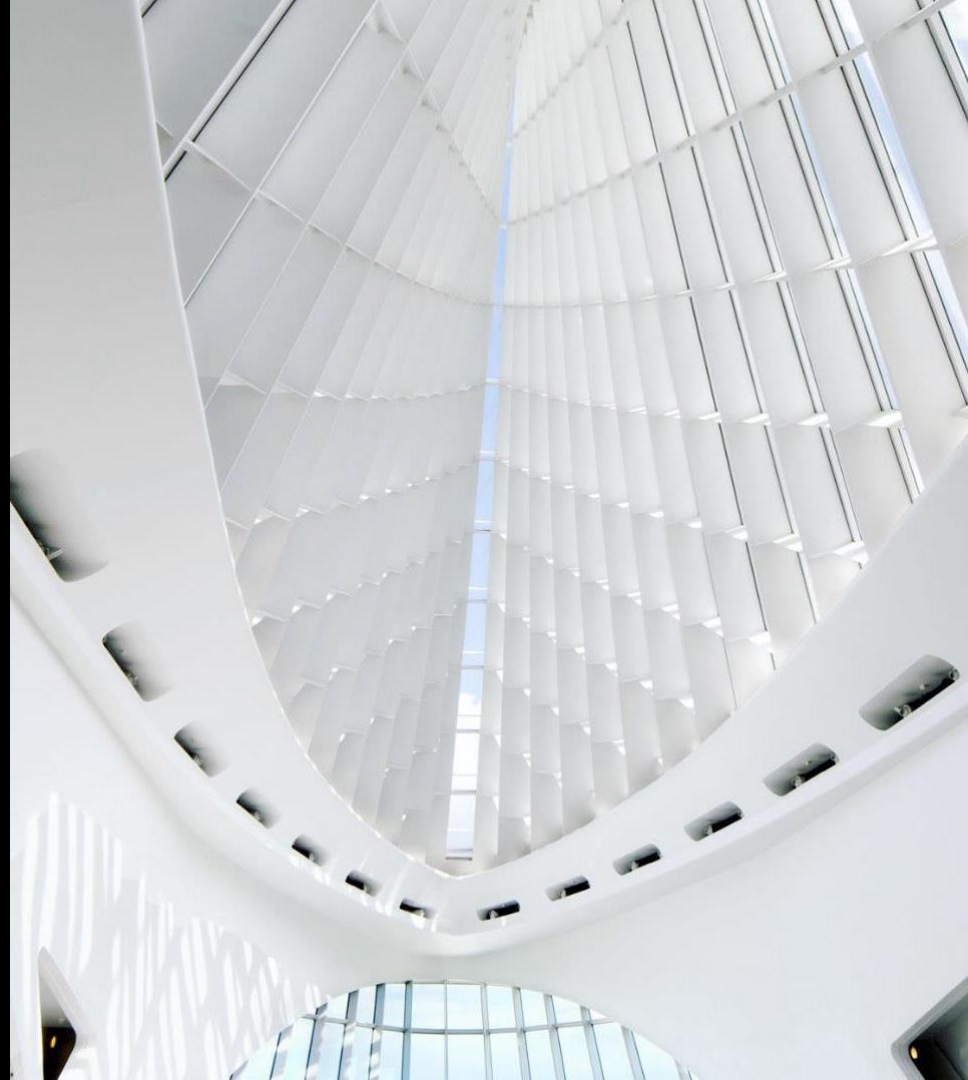
# LEAN TO PMF

1. Problem Solution Fit
2. Early traction
3. Product Market Fit
4. Scale

# WORKSHOP

GET YOUR THINKING HATS ON

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# LEAN CANVAS

<p><b>PROBLEM</b></p> <p>Top 3 problems</p> <p>1</p>	<p><b>SOLUTION</b></p> <p>Top 3 features that solve the problem</p> <p>3</p>	<p><b>UNIQUE VALUE PROPOSITION</b></p> <p>One clear sentence on why your solution is worth buying and different</p> <p>2</p>	<p><b>UNFAIR ADVANTAGE</b></p> <p>Why competition can't buy or copy you</p> <p>7</p>	<p><b>CUSTOMER SEGMENTS</b></p> <p>Target customer</p> <p>1</p>
<p><b>COST STRUCTURE</b></p> <p>Customer acquisition cost Distribution cost Hosting People etc.</p>	<p><b>KEY METRICS</b></p> <p>Key activities you would measure, your success</p> <p>6</p>		<p><b>CHANNELS</b> 4</p> <p>Path to customers Don't Forget Awareness, Evaluation, Purchase, Delivery and After Sales</p>	
	<p>5</p>		<p><b>REVENUE STREAMS</b></p> <p>Revenue model Life time value Revenue Margin</p> <p>5</p>	

# THINK ACROSS



Know your customer.

Stop guessing.



# Homework

Complete Lean Canvas for  
Session 3

Email your Questions to  
[farid@take3innovate.com](mailto:farid@take3innovate.com)