

PROBLEM SOLUTION-FIT

So you have a great idea for a new business. You're excited to get started and make your mark on the world. But before you do anything, it's important to make sure that there is a demand for your offering in the market.

Problem-solution fit is a term used to describe the point validating that the base problem resulting in a business idea really exists and the proposed solution actually solves that problem. The problem-solution fit is when you

Validate that the problem

exists: When you validate your problem hypothesis using real-world data and feedback.

Problem Solution Fit **Important**

Achieving problem-solution fit is essential to the success of any new *business*

Why

Because
without it, you're
essentially just
guessing that
your idea is going
to work. And if
you want to be
successful, you
need

more than just a guess.

Validate that your solution

solves the problem: When

you validate that the target audience appreciates the value your solution delivers to them. The problem-solution fit precedes the product development and forms the

foundation upon which a company is built. It helps you answer the basics startup-related questions before you even start your startup.

For A Problem Solution Fit?

Ideally, you want to achieve a problem-solution fit before you start working on your product. This way, you can be confident that you're solving a real problem that people actually care about. Otherwise, you risk building something that no one wants or needs. This problem-solution fit forms the basis for your entire business. From your product development to your marketing and sales efforts, everything should be focused on
Problem solution -fit

How To Achieve Problem-Solution Fit?

The key to achieving a problem solution

flies in identifying the right people to talk to, gathering data from them, and then analysing the results. This is easier said than done, of course. But this can be done by following two simple steps -

Problem-Solution Fit Examples

Every successful company today started with a problem-solution fit.

Here are a few examples:

Airbnb solved the problem of finding affordable accommodation by connecting people who need a place to stay with those who have an extra room.

Uber solved the problem of getting a cab by creating an on-demand ridesharing platform that connects drivers with riders.