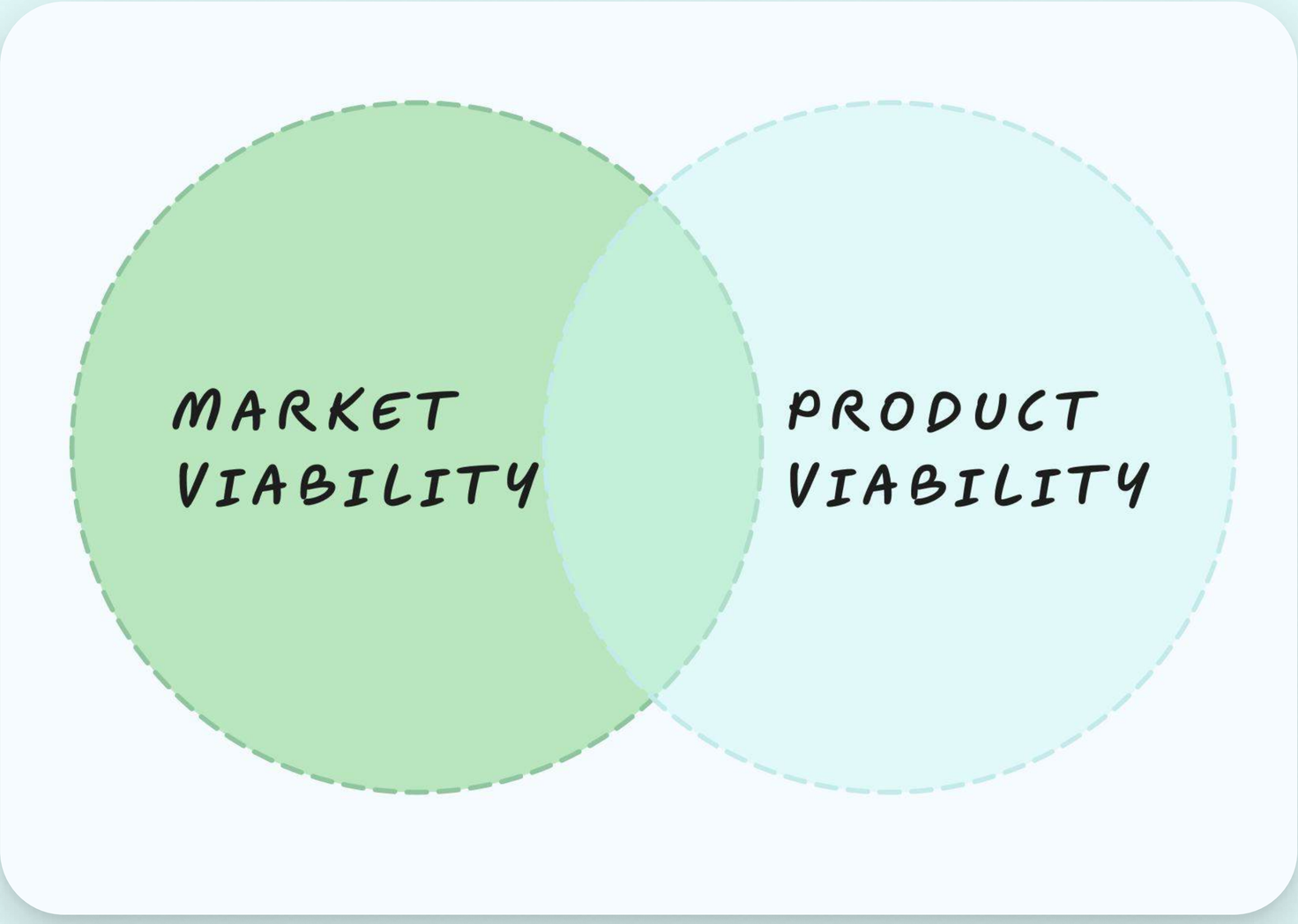
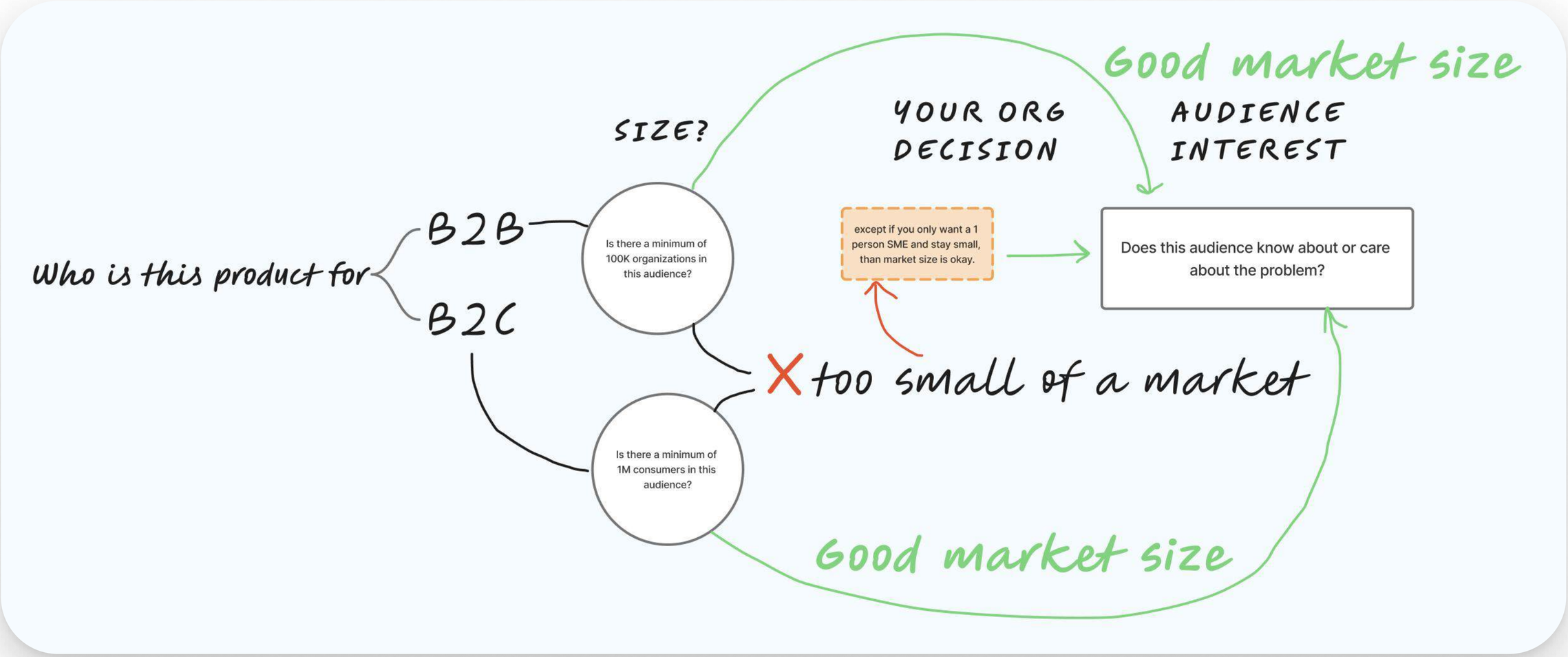
Product Led Growth *Market Validation + Usability* cheat sheet

Resource by Alexandra Grisanti · alexandrapgrisanti.co

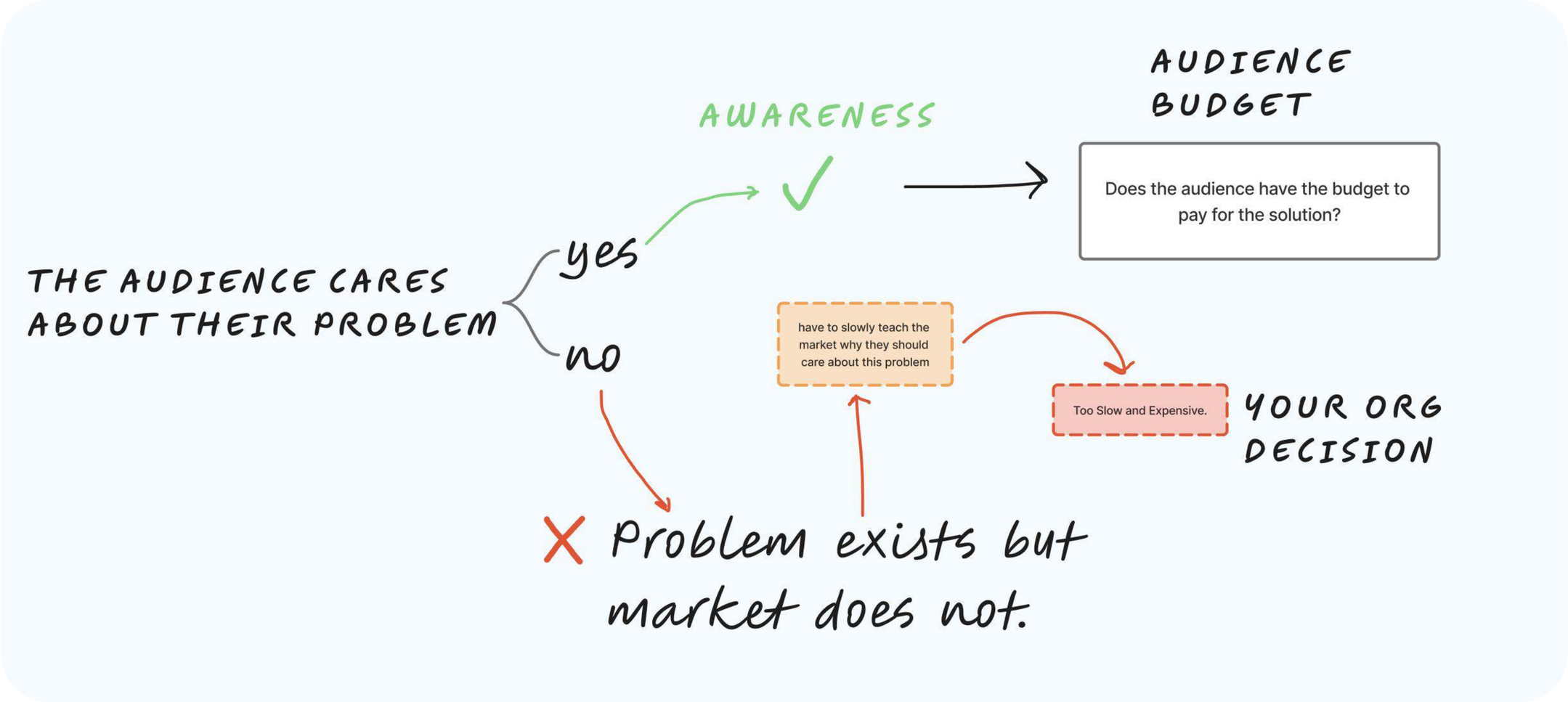
PMF
Product Market Fit
how?





Value Prop

FLOW CHART.



Value Prop

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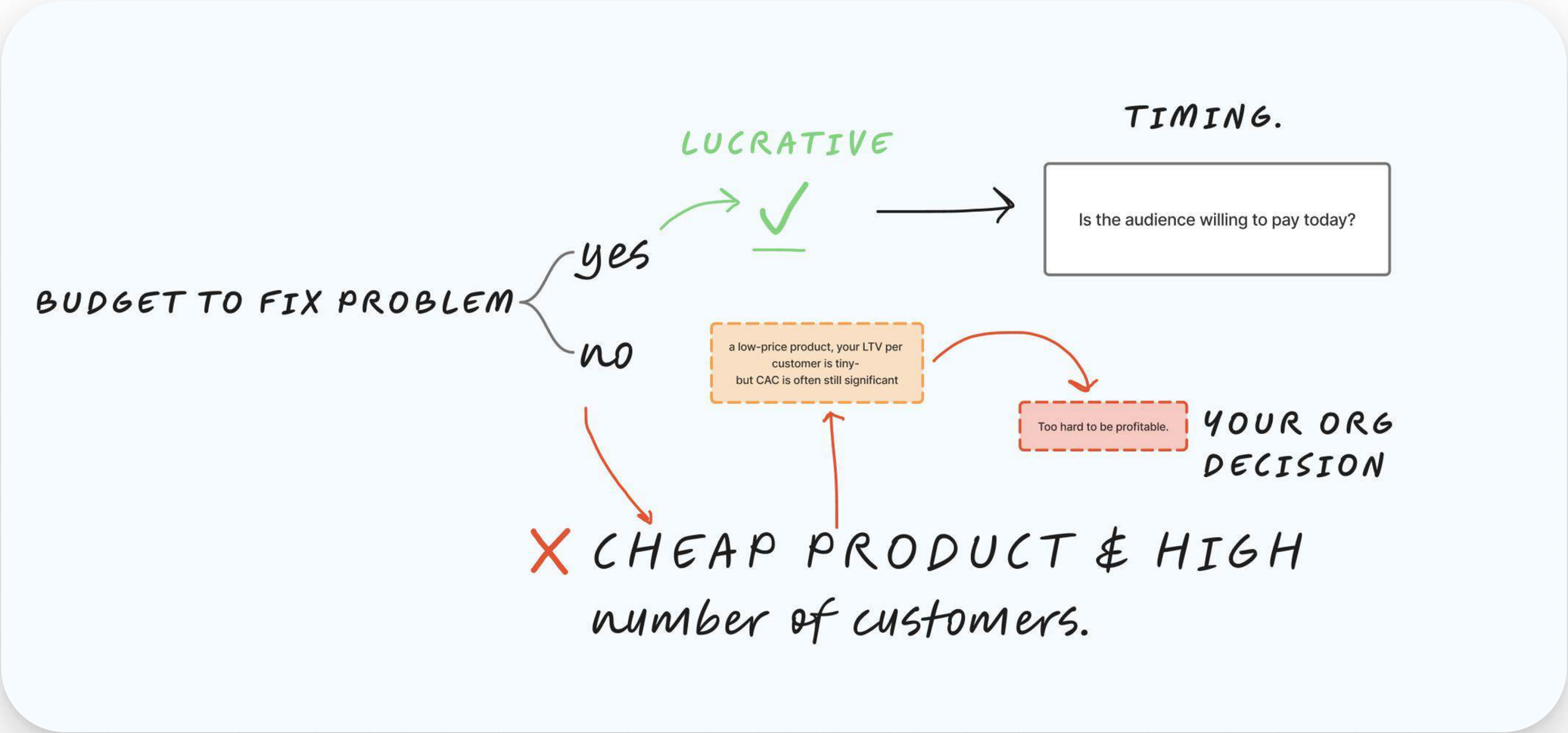
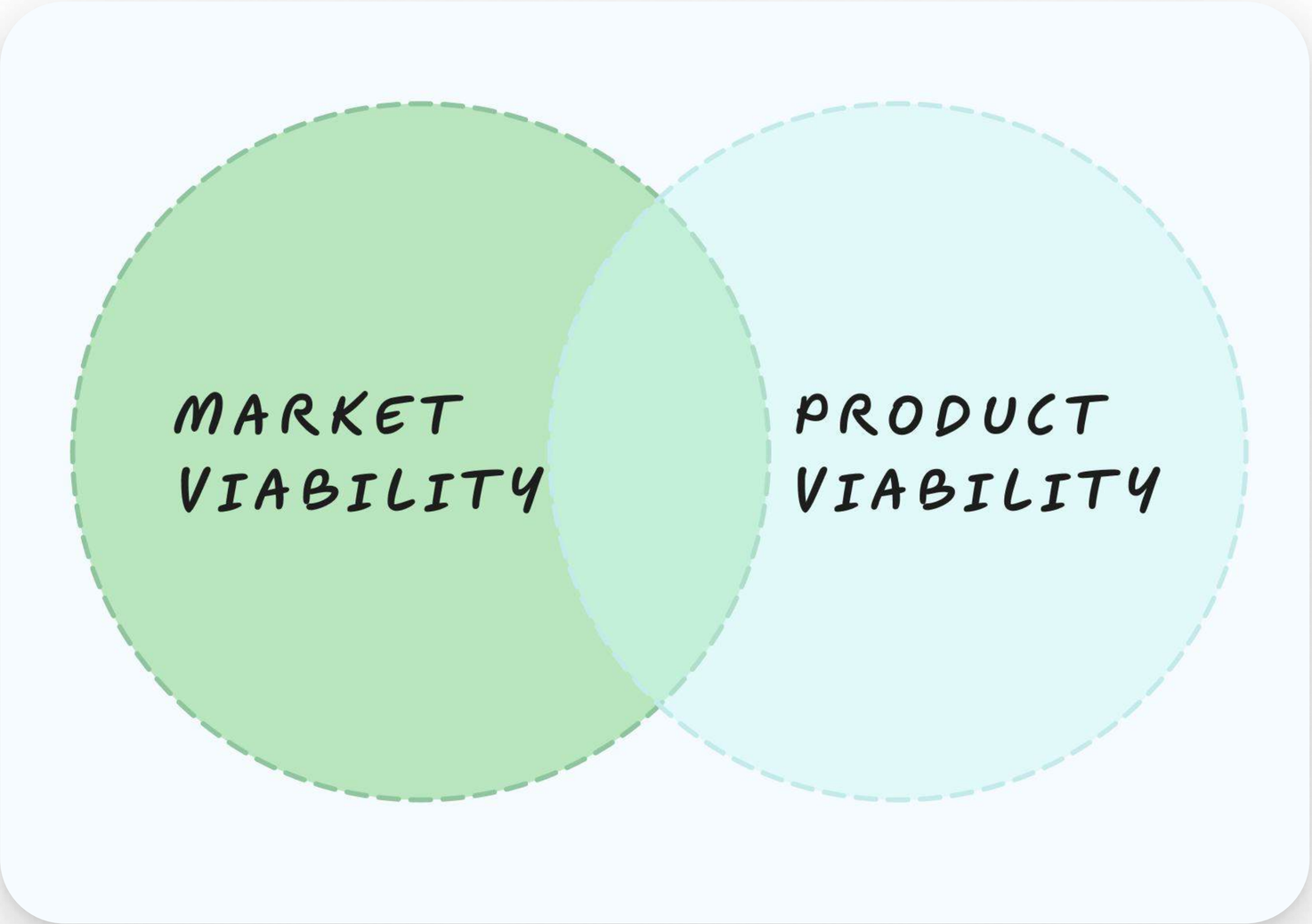


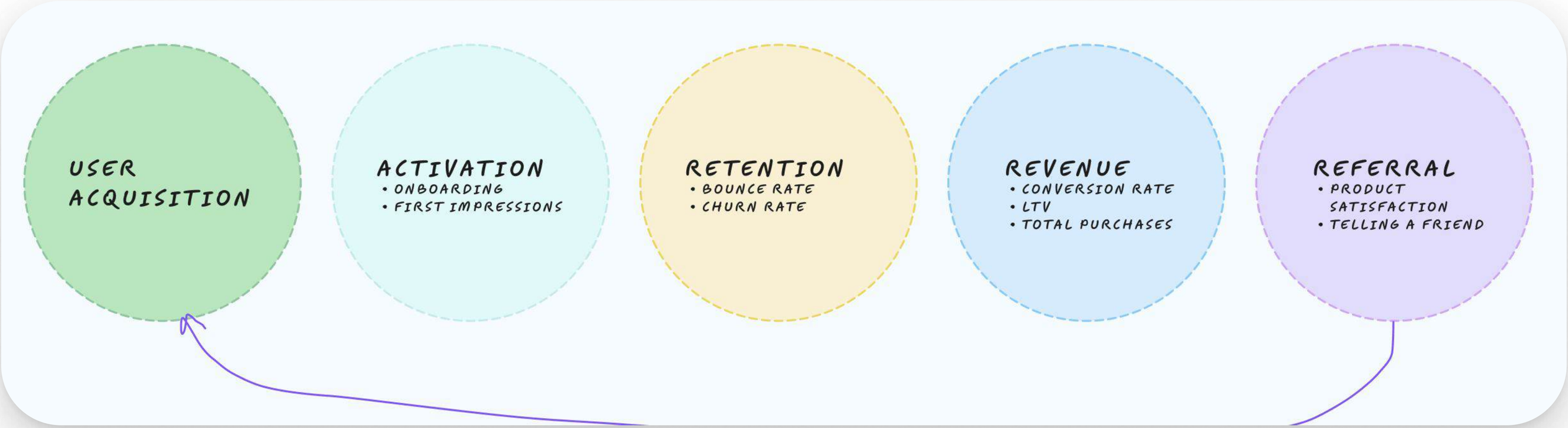
Value Prop

FLOW CHART.

Then there is a Good Market Viability

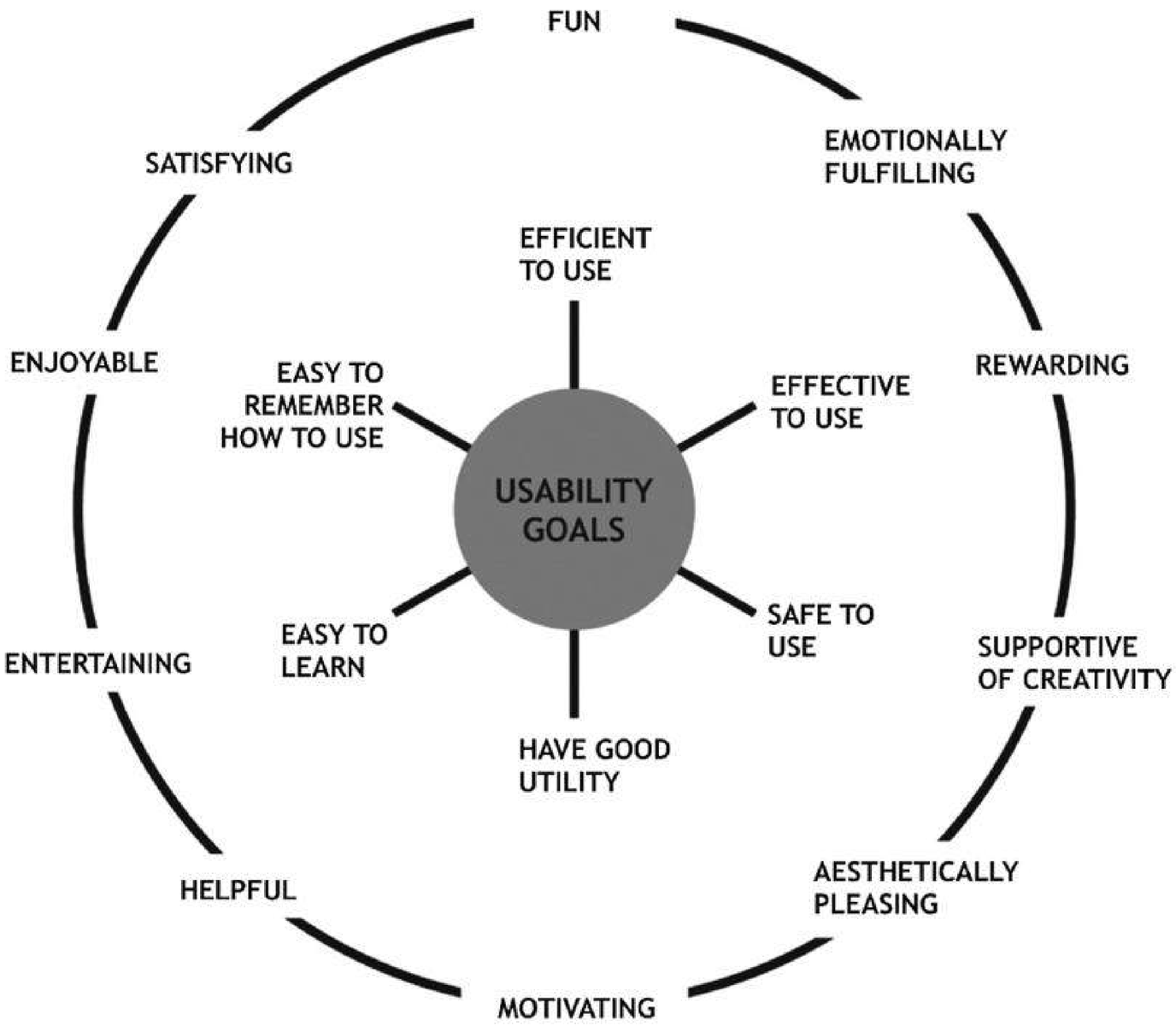
PLG
Product Desirability
how?





Product Led Growth

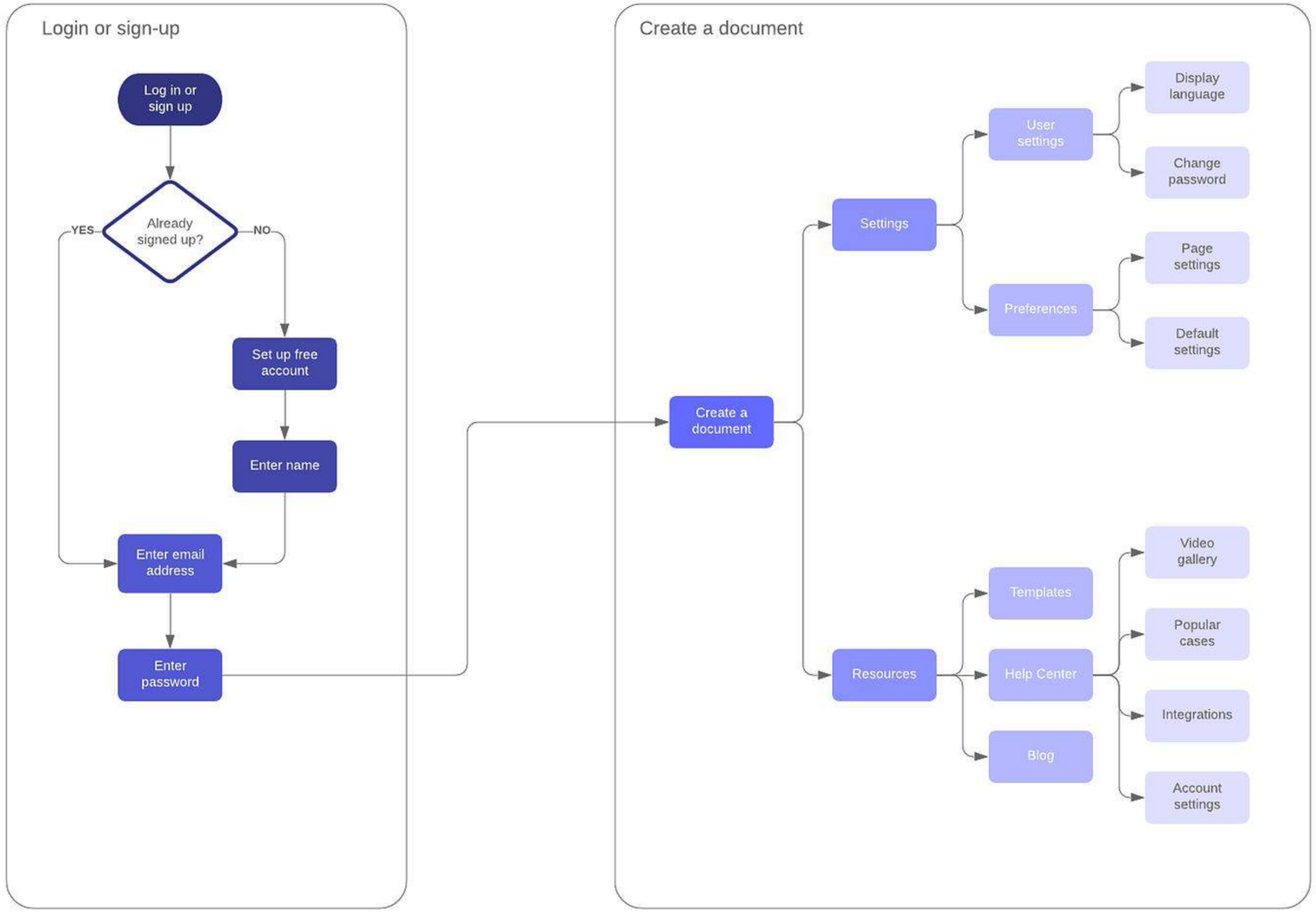
FLOW CHART.



User Goals

Why is the user here?

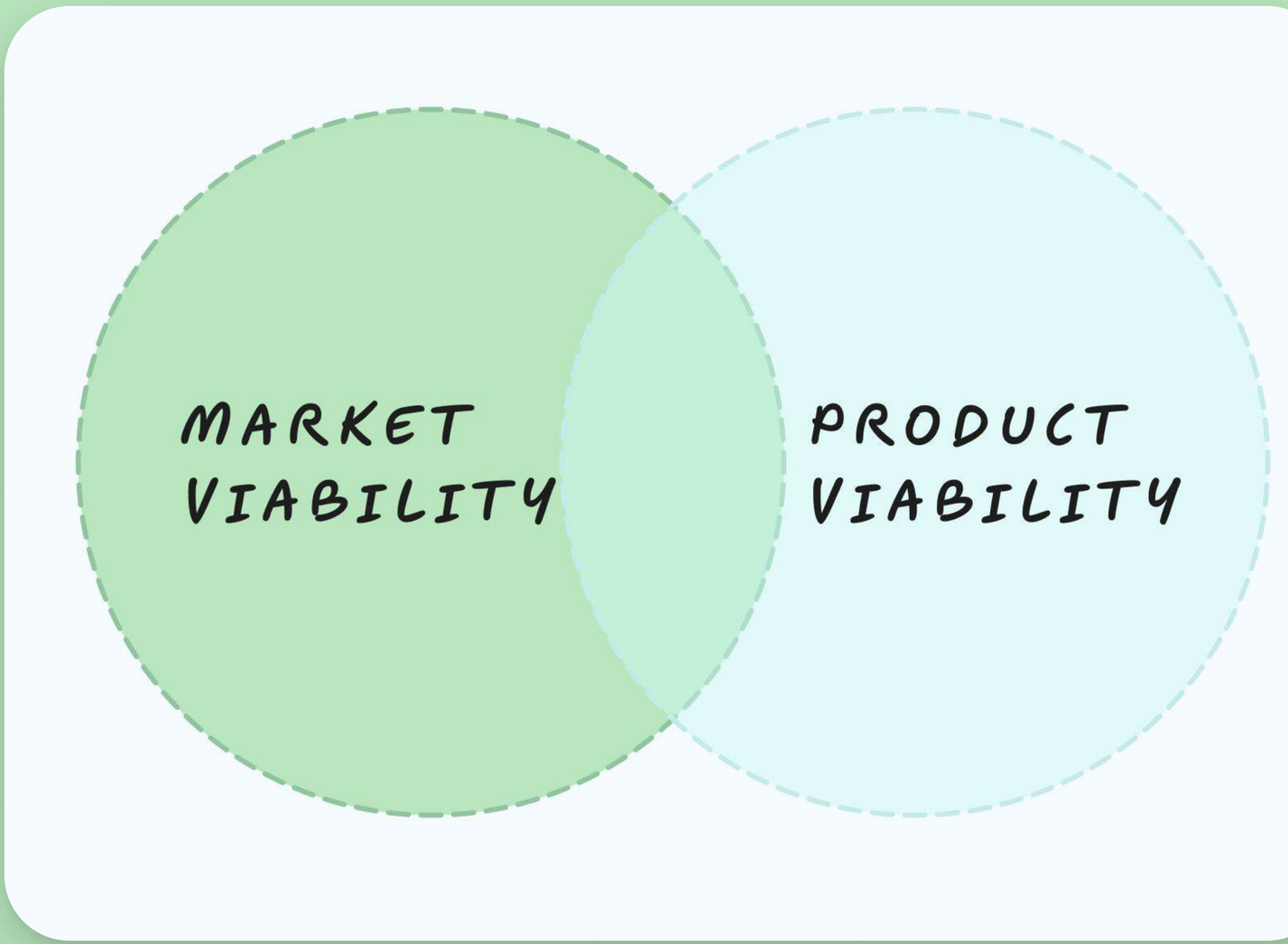
What value are they expecting?



User Flows

Mapping how the user should every task.

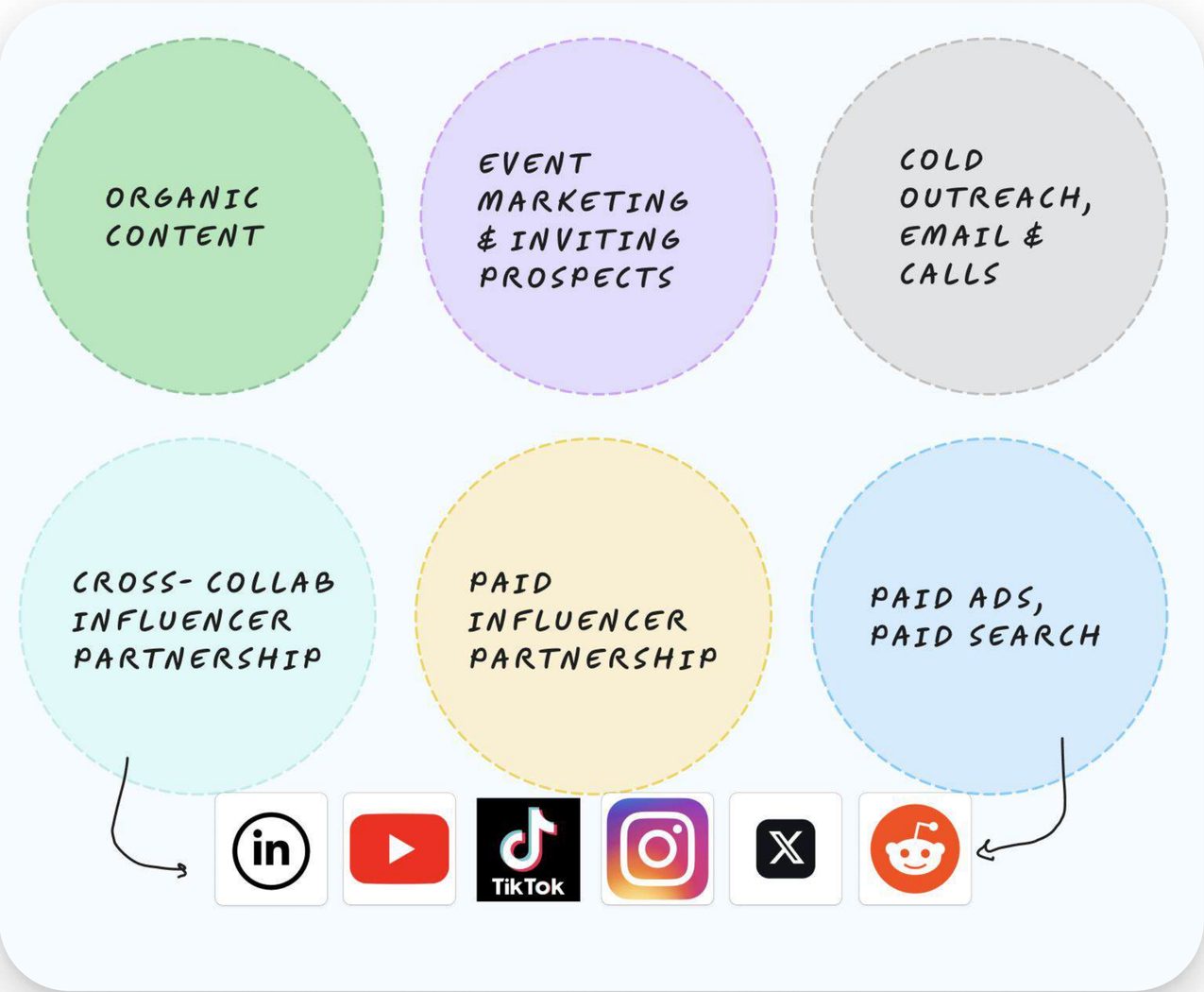
G2M *For Different kinds of Products* Theory–



You are:	Your customer is a: Top-Down Organization	Your customer is a: Bottom - Up Organization
B2B SALES LED ENTERPRISE	use a differentiated G2M strategy, a luxury product	too expensive
PLG B2C OR B2B SMES	resources spread too thin	Dominant G2M Strategy, you should have a low CAC
B2B VC BACKED	too slow for traction	Disruptive G2M Strategy, you should have a low CAC

Go To Market Approach

FLOW CHART.



How to Market it?

USER ACQUISITION CHANNELS.

Paid.

Organic content

Influencer partnerships

Project timeline 2025 / 2026

Market Validation
2 weeks

Identify Product Challenges
2 weeks

Build 3 prototypes & test hypothesis
6 weeks, 2 weeks per prototype

Implement with G2M strategy
4 weeks

October 2025

January 2026

“

Alexandra is an inspiration of quality.

Maria @ Monitum

Monitum DJUNGO GROWTH HEUBEL zwapgrid Future FOOD Makers FLOWER

Hello! I'm *Alexandra.*

Product designer based in Stockholm, Sweden.

Thanks for our call

Wishing your team all the best! I am here and available if you'd like to collaborate on something.