Product-market fit hypothesis template:

_____ (user) will use my product for _____ (desired outcome

Product example	Who is the user?
Stripe	Developers and business owners
PayPal	Online retailers and subscription managers
Square	Small business owners
Adyen	Payment teams at global enterprises
Braintree	App developers and SaaS platforms

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...

s/value proposition). _____ (buyer) will pay me

Why do they use the product?	Who is the buyer?
To integrate payment processing into their platforms and accept online payments	E-commerce businesses and startups
To offer flexible payment options to customers (e.g., PayPal, credit, BNPL)	Small businesses and marketplaces
To handle in-person and online payments seamlessly	Retailers and service providers
To manage international payments and optimize cross-border transactions	Large enterprises
To embed scalable payment processing into their applications	SaaS companies

for _____ (desired outcomes/value proposition).

Why do they pay for the product?
To streamline online payment processes and ensure secure transactions.
To increase sales conversion rates by offering multiple payment methods.
To simplify payment acceptance and manage sales across channels.
To reduce payment friction and improve customer satisfaction globally.
To offer a seamless checkout experience and reduce payment failure rates.