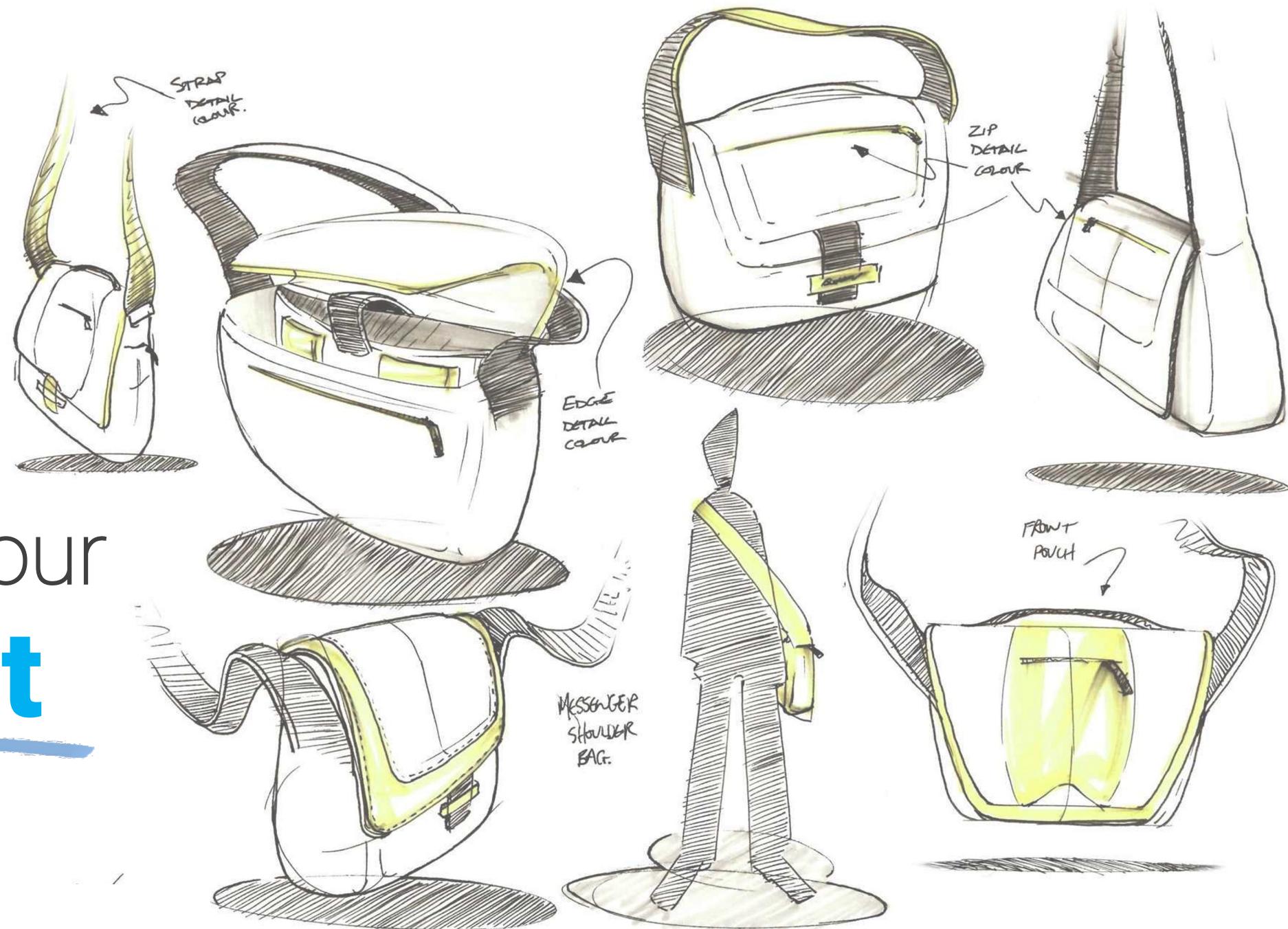


# Lean Startup – Problem/Solution Fit

# Start Up in ICT /5

# Defining your **Product**





B DESIGN

CH #2

L logo

COMPANY

ABOUT US

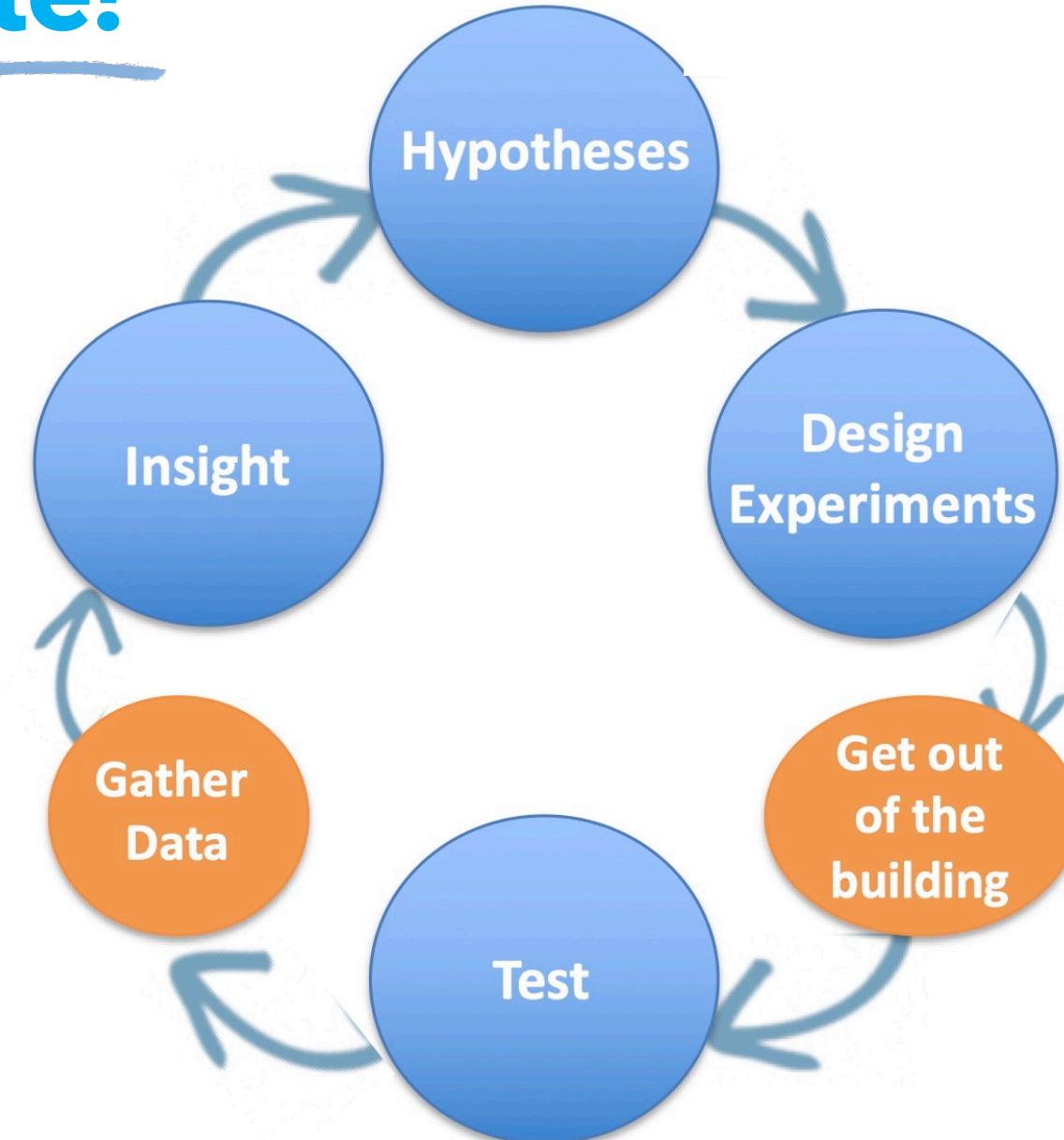
contact info

corporate graphic

responsive design  
for mobile



And then, **Iterate!**



# Creating your **Product**



It's all about market  
and people, not  
about products and  
technology.

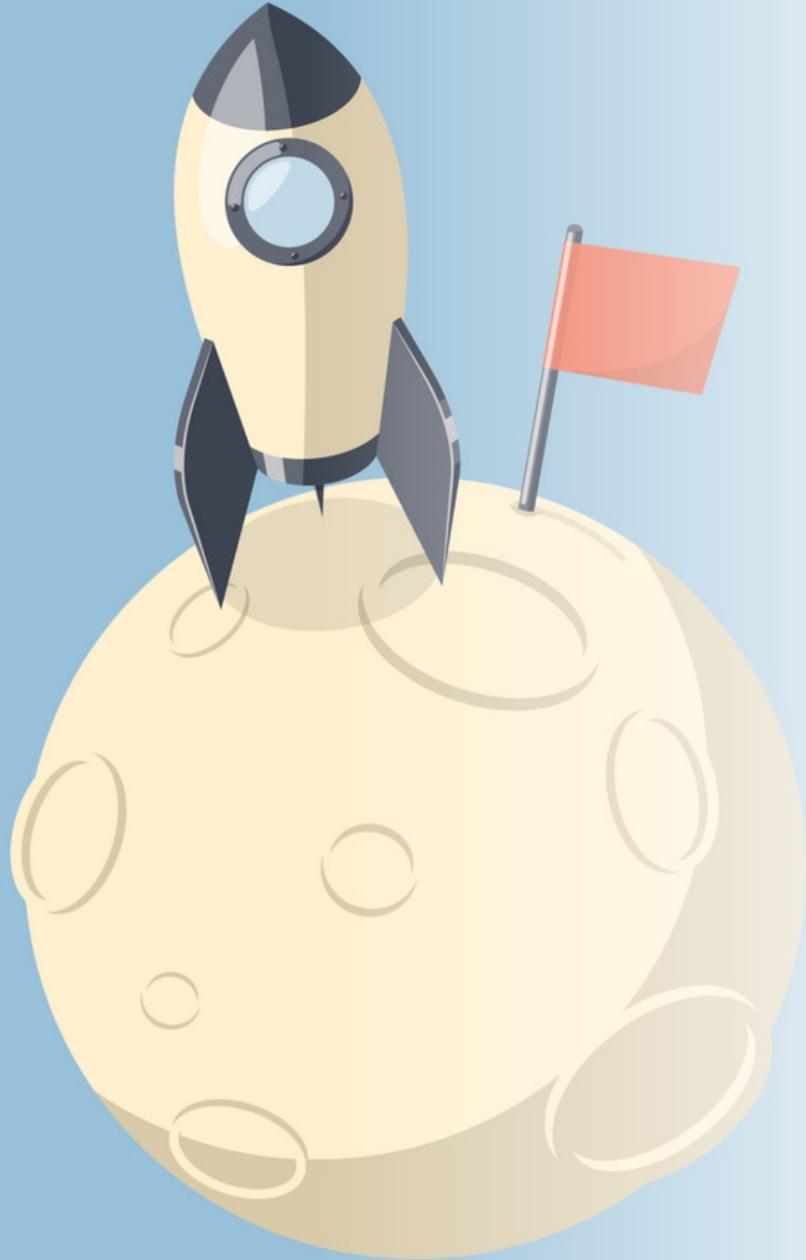
Option 1

The Product  
Development Model:  
the Path to Disaster.

**Where is the  
Customer??**



Option 2



# The Customer Development Model: the Path to Epiphany.

The Four Steps to Epiphany, Steve Blank, 2006

# Your **Value Proposition**



The Key mindset in defining your Value Proposition is focusing on **a real problem to be solved** rather than on a technical solution which is really really cool.

... which is a radical shift from the typical mindset of technical oriented people.

# ...your **Key Value Proposition**

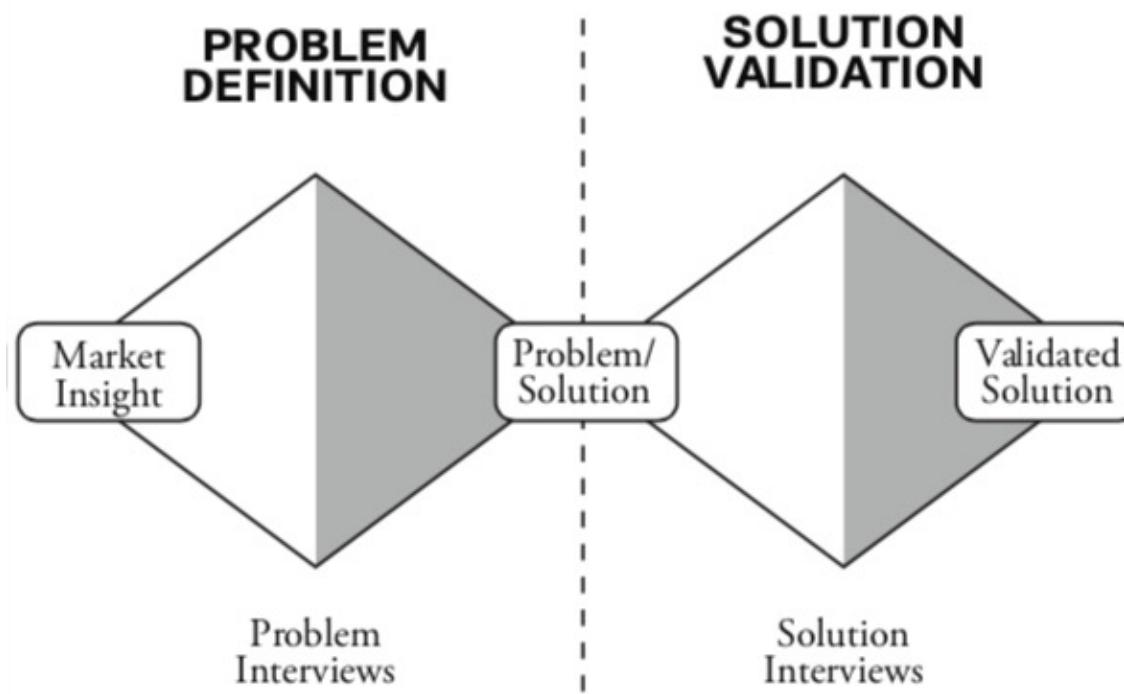


The Key Value Proposition is Validated  
following two fundamental steps:

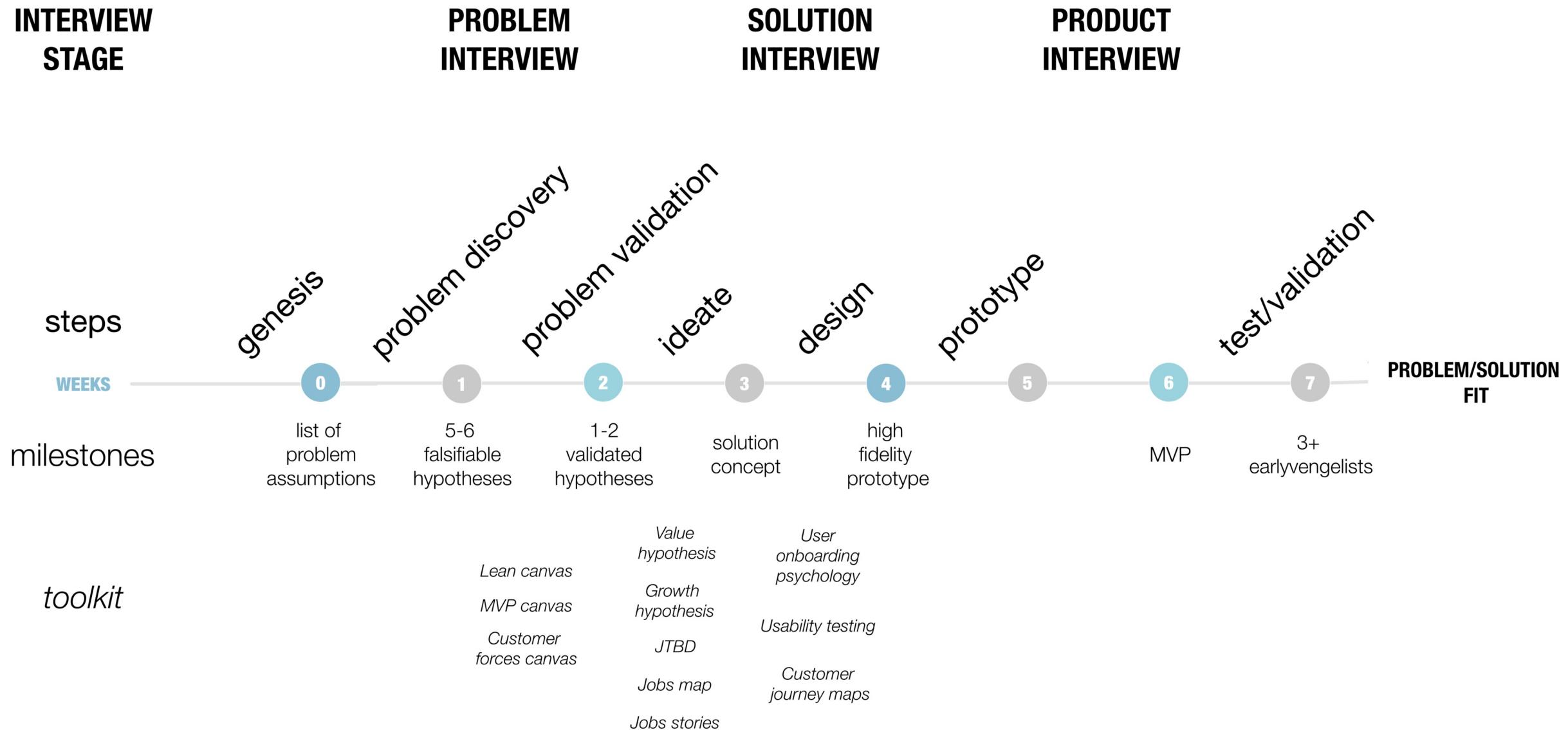
- Problem/Solution Fit
- Market/Product Fit

# Problem/Solution fit **Validation**

**Problem/Solution Fit:** being sure that the product you are planning to develop is something that people will actually want to buy (double diamond diagram / 40% Rule...)



# Problem/Solution fit Methodology



# Introducing **Canvases**



Particularly trendy and well known among startppers, Canvases are invaluable tool that help having the «big picture» in mind, focusing on some Key aspects and making sure everything is “covered”

They are normally simple A4 diagrams to fill out.

# Introducing **Canvases**<sup>/2</sup>



We will use some Canvases during the course, and will focus on the Lean Canvas by Ash Maurya, where you may be requested to describe your startup model.

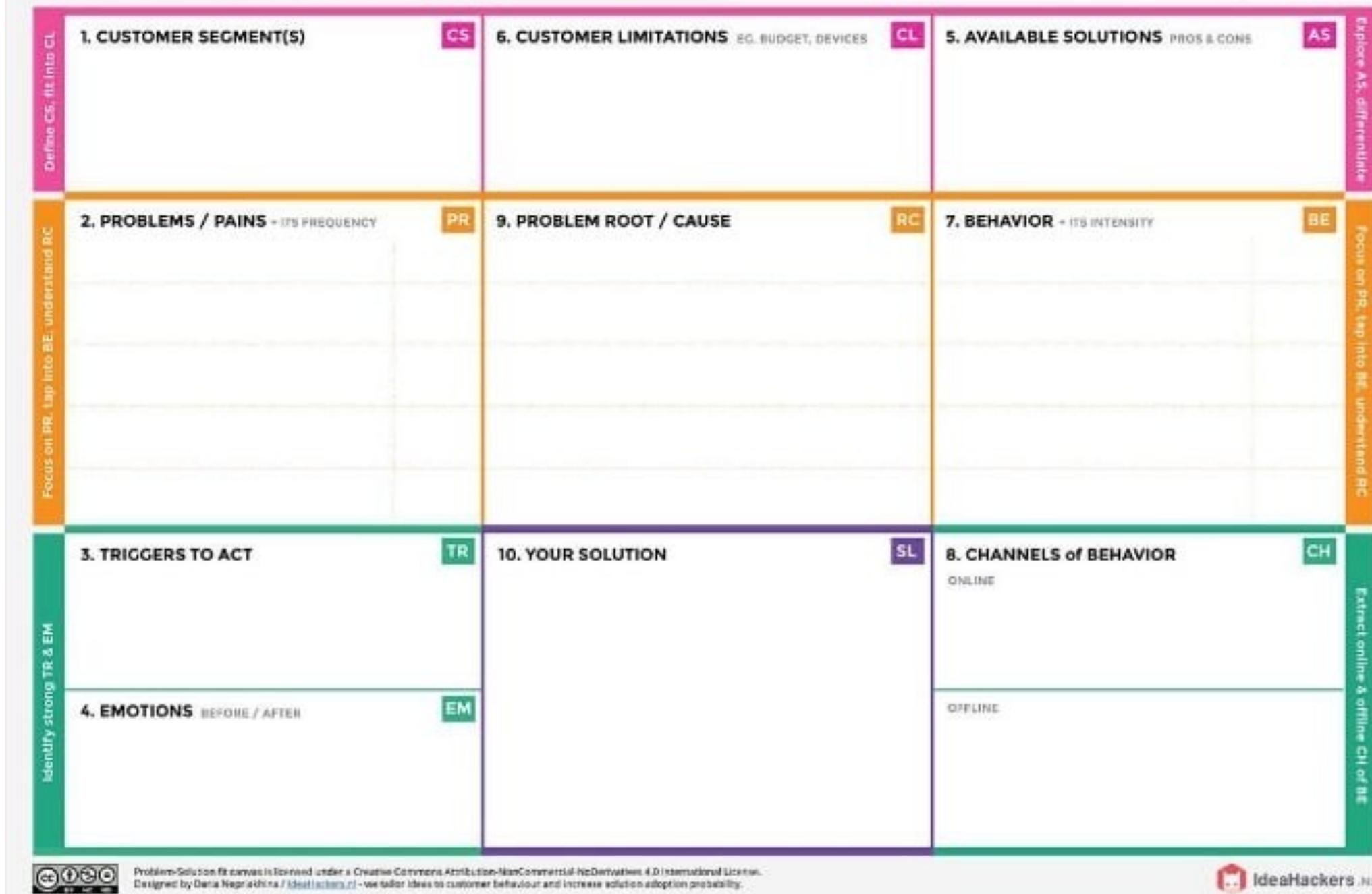
Note: Canvases are invaluable tools, they don't resolve anything – you have to do the work!

# Problem Solution Fit Canvas

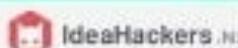
## Problem-Solution Fit canvas

Purpose / Vision

Version:



Problem-Solution Fit canvas is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License.  
Designed by Daria Negrini (china) / IdeaHackers.nl - we tailor ideas to customer behaviour and increase solution adoption probability.



# Problem-Solution Fit Requirements

Find Customer(s) **before you build** the product.

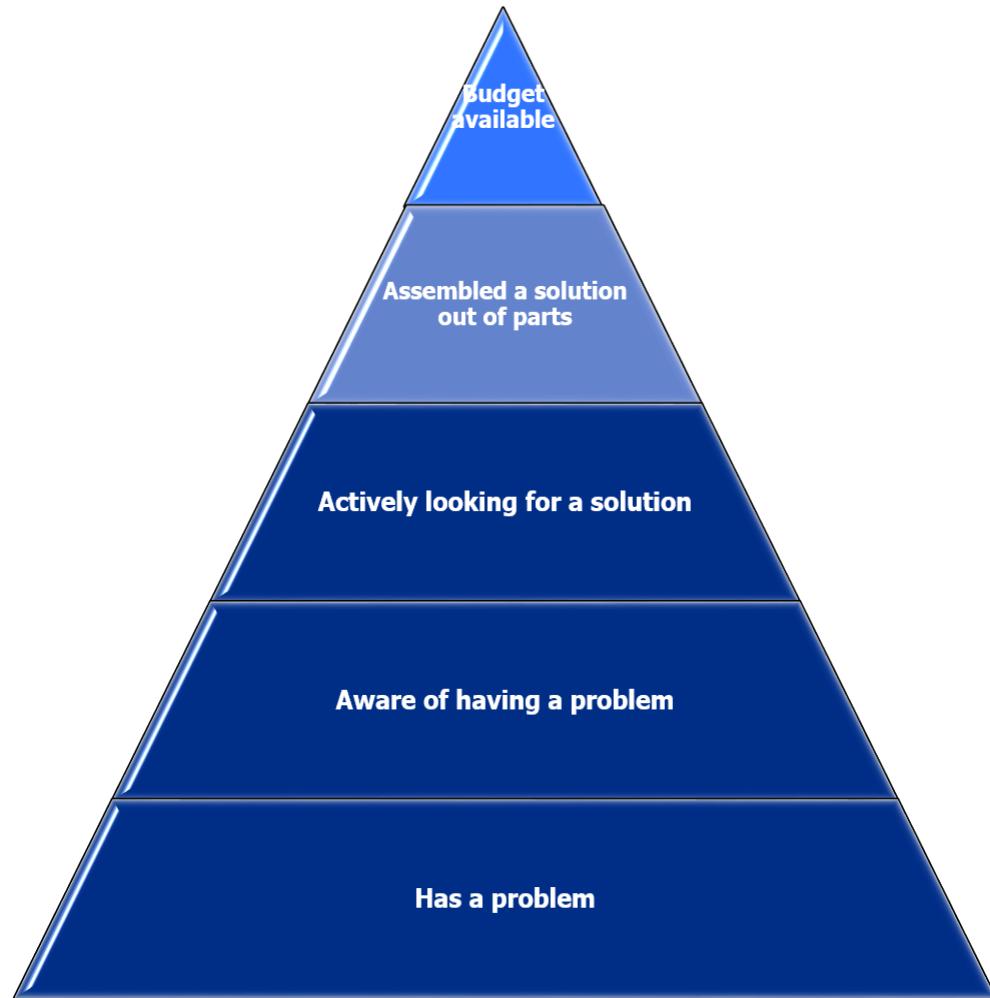
Don't build anything (beyond prototypes) **until they commit** to buying it as per agreed proposal.

Who would buy a non-existent product?

An **early evangelist**.

# Early-Evangelist Profile.

1. Early adopters, who **buy unfinished** and **untested products** because they want to be 'first' to:
  - **build a competitive edge**
  - **be glam**
2. Leaders, **with technical competence** on **how to use new solution to existing problems they face**
3. Those **willing to make a leap of faith** and buy an early solution
4. Enthusiasts, who **spread the good news** about the product, **for others to follow**



Make something  
people want.

It's all about  
creating an  
Experience  
**people love.**



# **Delight** the (early) Customers.

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Be insanely obsessive about that.

## **Solve it For The Customer (SFTC).**

Automate.

Deliver Fast.

Iterate.

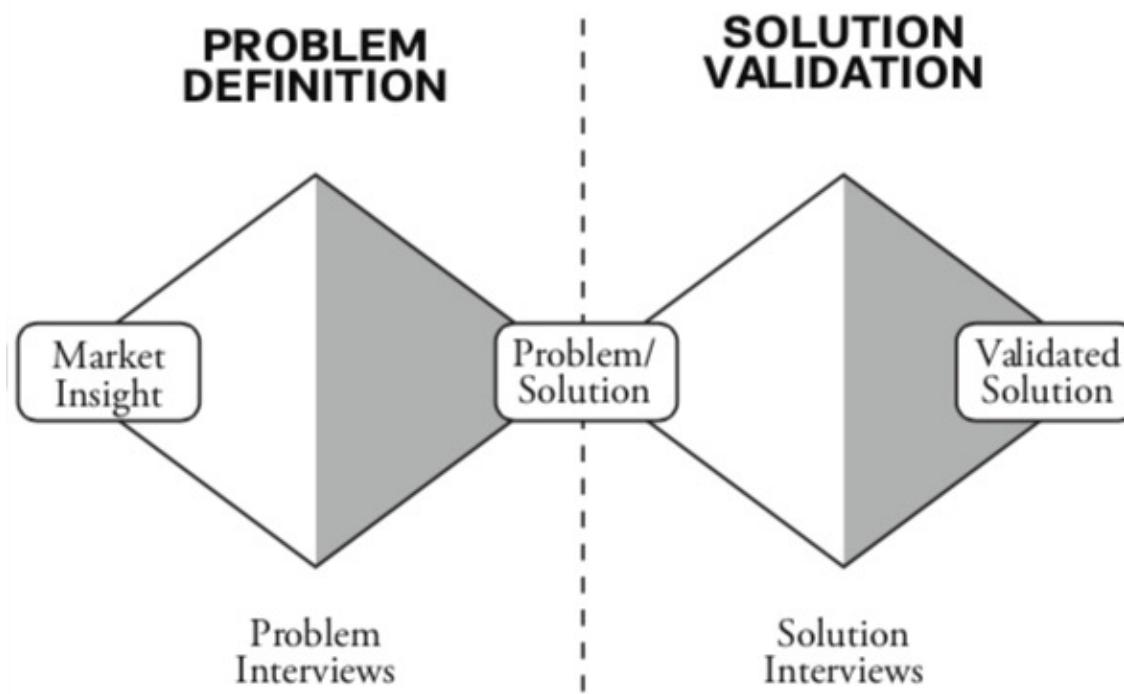
Make them love the product.  
Do not engage with customers  
you're not justifiably confident you  
can delight

Better to have **100** customers who  
**Love** your product than  
**1,000,000** users who  
**Like** your product...

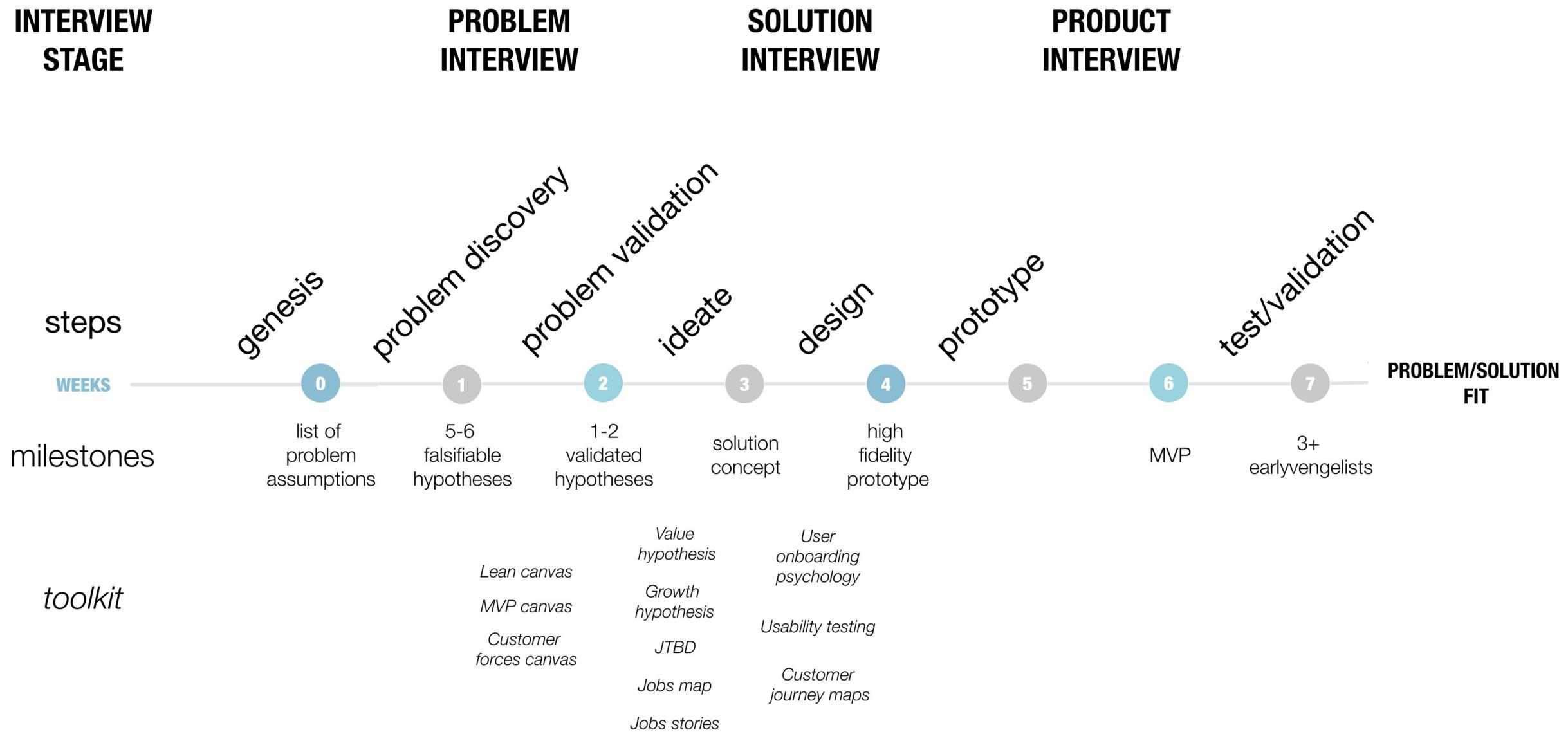
**Paul Graham**, YCombinator

# Problem/Solution fit **Validation**

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# Problem/Solution fit Methodology





StartUp in ICT  
University of Padua  
February-June, 2023

WhatsApp group



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