



# Building Products The Market Loves

Product - Market Fit



# Definitions

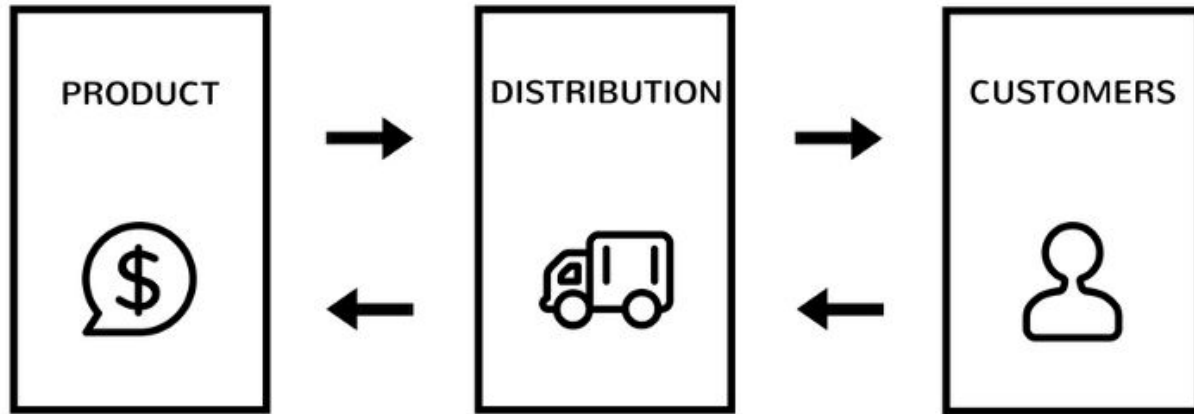
Market fit is when a product's value proposition fulfills an underserved need. It is often described as a key difference between successful new products and failures

Product/market fit means being in a good market with a product that can satisfy that market.

# Definitions

Product/market fit is more than simply providing value, it's about providing the right solution to the right person and being able to clearly explain why your product is valuable to them.

# Product-Market Fit



**"Product-Market Fit is when a product's value proposition, distribution channels and customer need are in alignment."**

You must find product  
market fit before your  
product begins to exist

# The market comes first

- Your product is not the most important.  
Face the problem not the solution
- Product approach tends to be wrong when solutions are faced
- Write!!! Content is king

# The market comes first

- Ask the market questions (What is their need? What have they tried? Why is the problem still existing?)
- Competition analysis
- Customer persona - 10 real interviews advised

# Market First

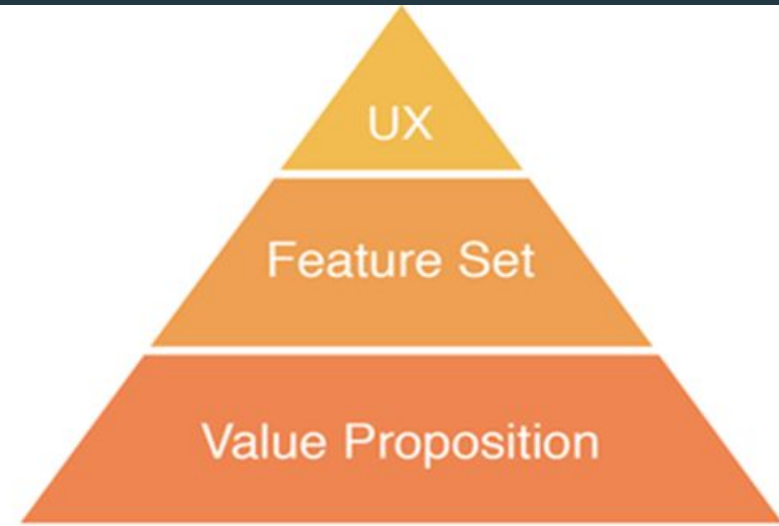
- The only person who knows what is best for the customer is the customer
- When talking to your customers, listen more than you talk
- Technology is not THE solution



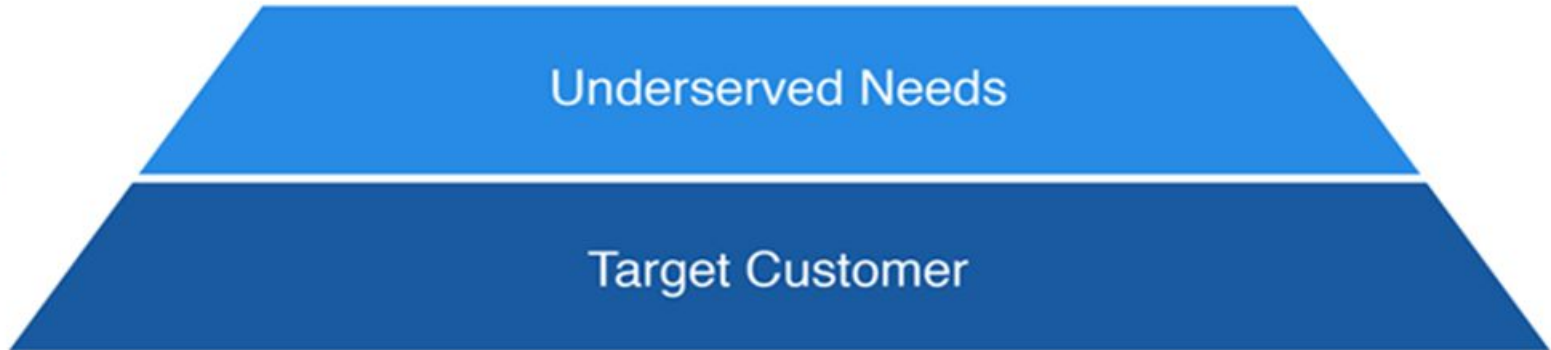
# Market First

- Do not try to convince them about your solution. Find out how you can solve their problem
- You cannot sell your offering to everyone
- We think if people need something we don't have to make them want it

**Product:**



**Market:**



# Start Lean

- Many features and functionalities issa scam
- Look for the hair on fire market for your MVP
- Kick off with a small team
- Keep asking your market questions!!!

## Start Lean

- Do not be in a rush to show off growth metrics
- Your UX must be on point
- Design thinking should be your bestie

# Examples Around Us

- Taxify Lite/Comfort
- Slack
- ALAT
- PayLater
- e-commerce pay on delivery