***Solution fit***

Steve Blank suggests a process to place aside to product development, which aims to discover and validate the right market for an idea [2]. The first part of the discovery consists of finding problem/solution fit. The aim is to test the riskiest hypotheses of the problem taken in consideration by implementing a first solution. The second step is to build the right product features that solve real customers’ needs, also known as the product/market fit. If the product/market-fit is not achieved, then a problem/solution-fit must be reiterated, an operation known as pivoting. Ash Maurya provides a simpler perspective of which to understand problem/solution-fit versus product/market-fit [10]. He suggests one has reached problem/solution-fit when the answer is yes to the following: “Do I have a problem worth solving?”. This implies answering three underlying questions: “Is it something customers want?” or is it a must-have solution, “Will they

pay for it?” or is it viable, and lastly, “can it be solved?” or is it feasible. Besides getting confirmation on these three question, Maurya suggests that the goal of the Problem/solution fit stage is to derive a minimum feature set in which to launch a minimum viable product, an MVP, which is to be the subject of learning and iterated upon toward solving the customer’s confirmed problem