

## Problem-Solution Fit

the evidence that a product, or a service, solves a customer's problem.

Most of the entrepreneurs we meet have a great idea, and they love it so much that their secret desire would be to find a way to shove it down the throat of their customers.

we really don't think this is best approach to be successful in venture building.

The best way to put the energy, the resourcefulness,

the creativity and the technical skills of an entrepreneur to service is to identify an existing problem and to solve it in with a solution that customers find useful and satisfying.

In January 2016, five planets were visible for a month all together in the same portion of the sky. Anyone looking up on a clear night could see Jupiter, Mars, Saturn, Venus and Mercury aligned, one after the other. This is called planet alignment, and it's quite rare, the previous time it happened was back in 2005.

Well, achieving a problem-solution fit is as rare and difficult as planet alignment. You have to be able to align at least three big planets, namely a valuable customer segment, their underserved needs and your value proposition.

When it really works, magic things happen. By aligning these planets, even not so perfectly, you get in exchange: a good close rate, a decent sales cycle and retention and sticky end usage.