Pitfalls to avoid when seeking Problem-Solution Fit

01

Focusing too much on the solution

It's critical to validate if you have discovered a problem worth solving first.

02

Underestimating the complexity

Complex problems typically require complex solutions.

Do you have the resources to solve the problem?

03

Assuming one solution fits all

One customer doesn't represent the needs and wants of all customers.

04

Validating with non-paying customers

Don't confuse need with demand.

'Willingness to pay' is a crucial test.

05

Ignoring customer feedback

You'll likely need to iterate multiple times before you zero in on a viable solution with broad market appeal.

06

Assuming problem-solution fit represents product-market fit

Test problem-solution fit **before** launching your product or service.

Test product-market fit after launch.

I help B2B tech founders and CEOs **drive growth** with marketing strategy and execution guidance.

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