
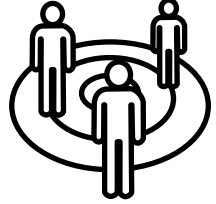
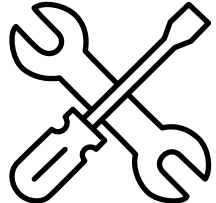

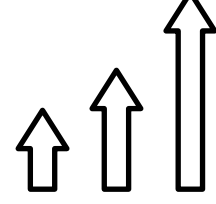
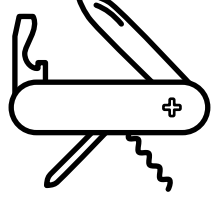
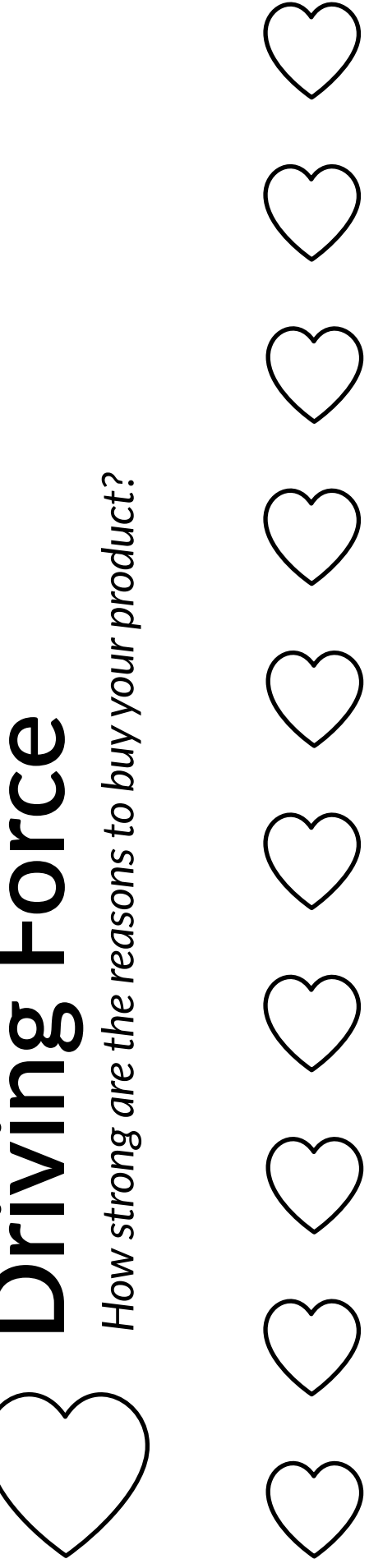
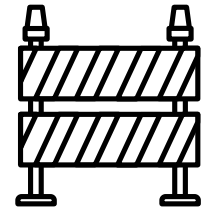
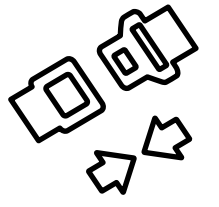


The Product-Market Fit Planner

<h2>Problem-Solution Fit</h2>
 Customer Needs <i>What needs does your product satisfy and how urgent are they?</i>
 Target Market <i>Who are you developing your product for and how large is this group?</i>
 Solution Concept <i>What is your idea for a solution and what is unique about it?</i>

<h2>Customers</h2>	<h2>Product</h2>	
 Customer Benefits <i>How will your product improve your customers' situation?</i>	 Key Features <i>How will your product provide these Customer Benefits?</i>	Driving Force <i>How strong are the reasons to buy your product?</i> 
 Barriers to Adoption <i>What concerns or problems do potential customers have regarding your product?</i>	 Required Capabilities <i>How will your product overcome these barriers?</i>	