



Type of Businesses

Product market fit

3 analogies to describe early market validation problems

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1 Hammer



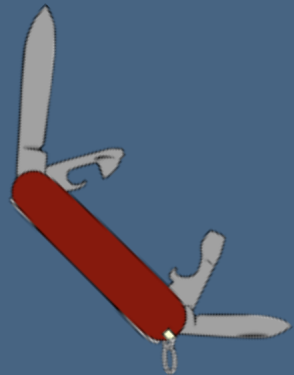
A product that can have many purposes depending on who is using it



Risk: Confused customers, not understanding how they can use it

2 Swiss knife

A collection of tools, or a tool serving multiple purpose in a single use.



Risks: Huge costs; jack of all trade, master of none.

3 Blood Test



Raw information, with different wisdom depending on who's interested in it.



Risks: "So what?"; sending results to the wrong audience