LEAN CANVAS	→ PIVOT →	Problem / Customer Fit	→ PIVOT →	Problem / Solution Fit	→ PIVOT / OPTIMISE →	Product / Market Fit	→ OPTIMISE →	Scale / Growth
We assert that...		We have found a real, poorly-met need and identified a needy customer group.		We have figured out how to solve the problem in a way that customers will engage with and pay for.		We have built the right product / feature set, can retain users and grow organically. We have momentum!		We are now executing on a scalable, sustainable business model.
On the basis of this evidence...		Tested the concept with customers and had an overwhelming response with offers to pay for a solution. Current solutions don't solve the pain well.		Tested our solution qualitatively with in-person MVP tests, as well as quantitatively with pre-orders, signups to alpha version, early revenues etc.		Sean Ellis - 40% rule. Marc Andreessen - "The customers are buying the product just as fast as you can make it".		Net profitability. Market share.
Customers				...then 100		...then 10,000		If TAM is 1,000,000 users...
Example (DropBox)		1. Interviews with assumed customers. 2. Landing page registrations of interest.		Video demo: in-person and at scale. Signups to (non-existent) beta.		First version of product deployed and gaining traction organically. Getting media coverage.		Funding raised to build full product & market it hard!
Money / funding		$0 – bootstrap!		Pre-seed funding for alpha / MVP (if needed)		Seed / angel funding or accelerator for beta & first release		'A-round' VC funding to execute & grow

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