

MARKET-PRODUCT FIT

Because your startup is never too young to succeed...

From 'Product Market Fit'



Three out of every four startups that fail never achieve 'Product Market Fit' (PMF). Moving further towards bigger success is even harder. Usually, you have little idea how you got there. Growing your startup into a **successful grown-up** is a difficult and inefficient process with often disappointing results. Why? PMF is defined by putting the cart before the horse. We can only measure it after reaching it. As entrepreneurs, we cannot navigate towards it to reach prosperity, but have to blunder into it.

.. to Market-Product Fit!



Putting the horse before the cart again, Market-Product Fit (MPF) can be predicted. When shopping online or offline, we are equipped with a 'Bullshit' filter to check for:

1. Trustworthiness of the vendor
2. Quality of the product
3. Need fulfillment

The filter regulates the Market-Product Fit and thus determines the likelihood for startups to make a sale

Our Satellite Navigation for Startups and Scale-ups



Based on scientific research we build a SaaS tool with proprietary mathematical algorithms and artificial intelligence to navigate your startup towards Market-Product Fit and beyond.

"It tells you how your past decisions on Customer, Product, Team, Business Model and Financials helped you and hindered you to get where you are now. Also, it tells you your best-ways-forward towards Market Product Fit and how to navigate beyond on your journey from startup to scale-up to grown-up"

How it works?



We developed several tools to reach Market - Product Fit and beyond:

- **Free app:** you use our *free app* in your sales talks. It nails Market Product Fit with this prospect, in five casual questions.
- **SaaS tool:** you use our SaaS to navigate your course to Market – Product Fit and further success.



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