# Product-Market Fit Scale
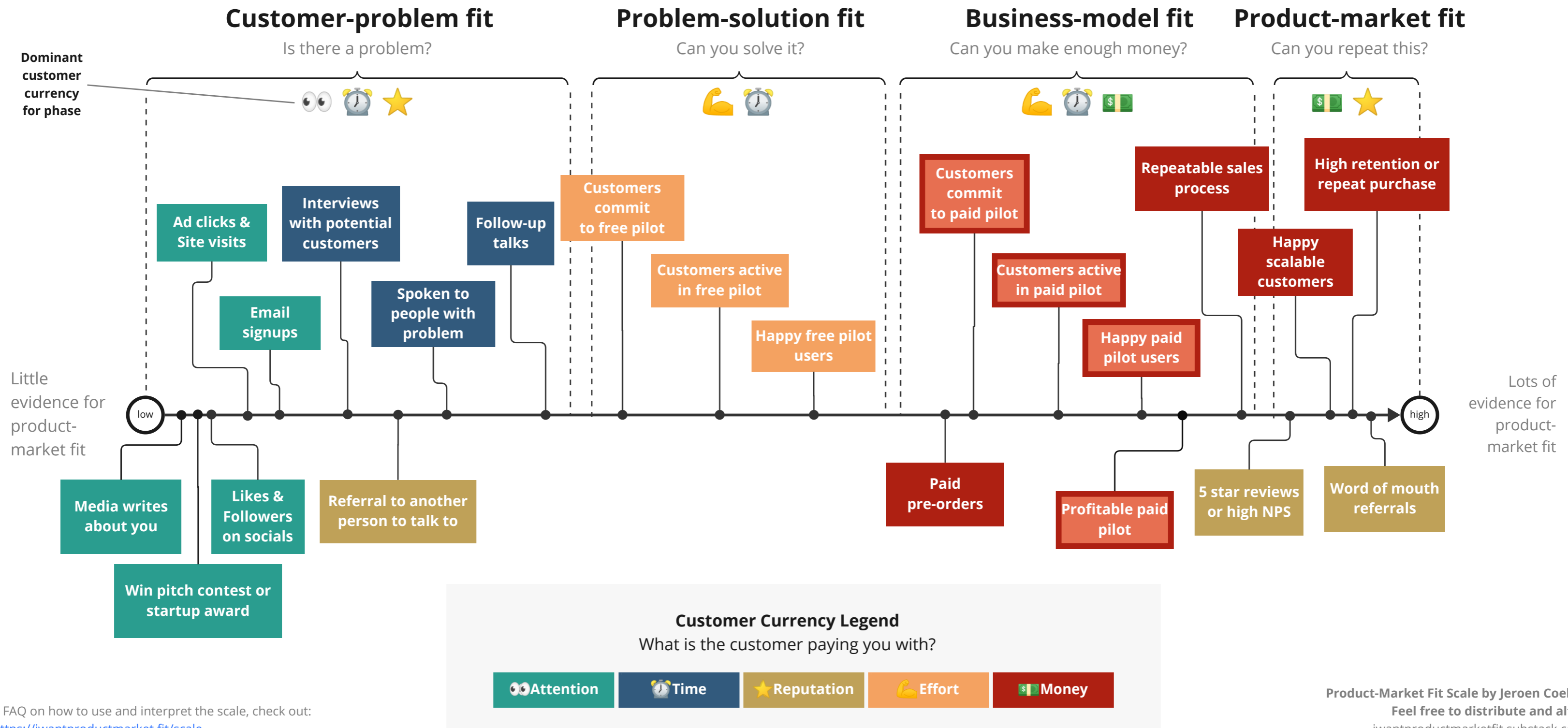
❌ This is not a roadmap you should follow left to right

✔️ It is a thermometer that shows signal strength*

**Customer-problem fit**
Is there a problem?
👀 ⏰ ⭐

**Problem-solution fit**
Can you solve it?
💪 ⏰

**Business-model fit**
Can you make enough money?
💪 ⏰ 💵

**Product-market fit**
Can you repeat this?
💵 ⭐

Dominant customer currency for phase

Little evidence for product-market fit

Lots of evidence for product-market fit

**Customer-problem fit:**
- Ad clicks & Site visits
- Email signups
- Interviews with potential customers
- Spoken to people with problem
- Follow-up talks
- Media writes about you
- Likes & Followers on socials
- Referral to another person to talk to
- Win pitch contest or startup award

**Problem-solution fit:**
- Customers commit to free pilot
- Customers active in free pilot
- Happy free pilot users

**Business-model fit:**
- Customers commit to paid pilot
- Customers active in paid pilot
- Happy paid pilot users
- Repeatable sales process
- Paid pre-orders
- Profitable paid pilot

**Product-market fit:**
- High retention or repeat purchase
- Happy scalable customers
- 5 star reviews or high NPS
- Word of mouth referrals

low — high

## Customer Currency Legend
What is the customer paying you with?

| 👀 Attention | ⏰ Time | ⭐ Reputation | 💪 Effort | 💵 Money |
|---|---|---|---|---|

* FAQ on how to use and interpret the scale, check out:
https://iwantproductmarket.fit/scale