DECLARING VICTORY



Your #1 priority as a founder, is to find Product-Market Fit.

To Find it, You Must Define it

Founding teams struggle to find Product-Market Fit, in large part, because they don't define it. In this exercise, you'll solve that problem.

Marc Andreesen coined Product-Market Fit as:

"Being in a good market with a product that can satisfy that market."

That's a helpful start, but what constitutes a "good" market? And how do you measure if you've "satisfied" it?



It turns out while Andreesen defined the term, **you** get to decide what it means.

Product-Market Fit Isn't One Size Fits All

You are the one starting the company, so you get to decide what a "good market" is.

For one founder, satisfying a good market may require a building \$10 billion business. For another, it may mean creating a company she can run while while travelling six months a year. For another it may mean lifting tens-of-thousands of people out of poverty.

Your company is a vehicle to achieve your goals.

To satisfy a good market simply means you've built a company that enables you to achieve what you set out to. Of course