This is your last exercise for the "Finding Early Adopters" phase of FOCUS!

This exercise is going to let you know when you're done: when you've found your Early Adopters.

**Problem it Solves**

- Know when you're done interviewing

This exercise will help you know when you've gotten enough information from your customer discovery interviews to move on to the next phase of building your business.

**You're Done When**

You will know that you have found your Early Adopters and are done interviewing when the following are true:

1. You have interviewed at least 10 people from the same customer segment.
2. At least 60% of the people you are talking to are taking action to solve the same problem.
3. Solving that problem will lead to your victory.

Remember, until then, you have many options. In the previous exercises, you've set yourself up with several levels of