

ACHIEVING BUSINESS SUCCESS WITH PRODUCT-MARKET FIT

Swipe



MOMENTUM BUILDING

Feel The Startup Journey Lighten
As You Reach Product-Market Fit.
It's Like Pushing A Rock Up A Hill,
And Suddenly, It's Rolling Speedily
Down The Other Side.

Swipe →



SIGNS OF SUCCESS

Watch For Prospects Leaning In With Buying-Intent Questions In Sales Conversations. That's The Moment You Realize You're Onto Something Special.

Swipe →



QUANTIFY YOUR PROGRESS

Use The #PirateMetric Framework: The Acquisition, Activation, Revenue, Retention, And Referral (AARRR) To Measure Your Journey.

Swipe →



MEASURING PRODUCT-MARKET FIT

Check This During Each Phase Of The Customer Development Journey. Are People Excited To Try It? Do They Follow Through On Your CTA? Do They Keep Using The Product?

Swipe →



TIMING IS EVERYTHING

Don't Rush Into Heavy Go-To-Market Investments.

Find The Balance, Avoid Pitfalls, And Confidently
Steer Your Startup Toward Success.

