

# Product Market Fit

Wedged between your solution's value proposition and a customer base's underserved needs is your product market fit. Your startup has reached product market fit when you have widespread customer buy in. But how do you get there? We've compiled insights from our programs and the experts who teach them to get you started.

The principles are explored further in our [Startup Trainings](#), [Virtual Accelerator](#), and [Panel Discussions](#).



## Insights from GIST Instructors & Partners

“Who are these customers? Do they want what you’re offering? It’s more than do they have a problem that could be theoretically solved -- Does your proposed product actually solve that problem and are they willing to pay you for it?...While we call it ‘product market fit’, it’s really all about exploring can you find that match where they’ll want to pay for what you have, and if there’s a business that can fall out of that.”

Donna Harris

Co-Founder of 1776

Excerpt from: [GIST TechConnect: Product Market Fit](#)



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## **Understand what Product Market Fit is.**

Product/market fit means being in a good market with a product that can satisfy that market.

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## **Talk to your target customers.**

You can make guesses about what your target customers need, but you won't know for sure until you talk to them! Talk to as many target customers as you can. Make sure to ask open-ended, unbiased questions.

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## **Identify your target customer segments.**

Look at your market and hypothesize who would buy your product. Be as specific as possible.

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## **Repeat as needed.**

Finding your product market fit is an iterative process. As you learn more from your target customers, refine your product...then go out and interview more target customers!

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## Additional Resources

For additional Product Market Fit insights visit our GIST TechConnect panels and GIST Innovation Talks podcasts:



[Product Market Fit](#)



[Product Development](#)



[Lean Startup](#)