

STUDY GUIDE & CHECKLIST

Nail your Product Market Fit

OVERVIEW

In this course, we will be focusing on developing your growth story and take concrete steps to ensure your business strategy is on point. This course is all about understanding your business, your market and how to leverage this data to plan your funding journey with a clear vision of your business' growth potential.

OUTCOME CHECKLIST

By the end of this course you should be able to tick off the following outcomes:

- Plan upto 3 years ahead with Business Model Canvas;
- Understand your Product/Market Fit;
- Understand and calculate your TAM/SAM/SOM
- A completed Growth Plan;
- A completed Funding Plan.

SUGGESTED WORKFLOW

This whole course takes about 2 hours, although the actual work to complete your strategic steps and plans will take as long as it needs. But in these two hours of the course, you will be able to get fully set up and start to do your research and plan accordingly.

We advise you to watch video 1 and 2 first, and start canvassing your business model. Watch video 3 next using the Product Market Workbook to identify your product market fit and estimate the size and value of your market based on the explanation of the TAM/SAM/SOM. Use the Practical Guide to Doing Customer Research for Your Business to gather useful feedback and analyze your current position. Watch video 4 with the accompanying Growth Plan Worksheets and finish by watching video 5 and start your funding planning.

TOPICS INCLUDE

- Business Model Canvas
- Product/Market Fit
- Estimating your market size
- Vision for growth
- Planning your funding journey

COURSE MATERIALS INCLUDE

- 7 videos
- Business Model Canvas Template
- Product Market Workbook
- Practical Guide to Doing Customer Research for Your Business.
- Growth Plan Worksheets
- Funding Plan Worksheet

ADDITIONAL RESOURCES

- Bonus Video: Video: Estimate your market size - Handson walkthrough
- Bonus Video: Investor Insights: What happens when founders get the Product / Market fit wrong?
- Article: [Funding Fundamentals Investors want you to nail.](#)
- Podcast Rithika Gupta: [Knocking chemicals off your shelf, one bottle at a time](#)

RECOMMENDED READING & WATCHING

- TED Talk: [Simon Sinek “Start With Why”](#)
- Article: [Making time to fundraise while running your business](#)