

Founder Fit

The founder/s have a strong foundation to begin the journey

Founder/Problem Fit

The founder/s have strong alignment with a well defined problem

Problem/Solution Fit

There is strong evidence that the solution is the right fit for the problem

Product/Market Fit

There is strong evidence that the product meets a market demand

Scaling

Continually optimising the company to ensure sustainability and growth



THE GUIDE OF
ENTREPRENEUR

Get helpful resources for all of this steps at www.guideofentrepreneur.com