

Three checkpoints for B2B companies to scale with confidence

Problem-Solution Fit



What is it?

You've identified a painful, urgent, or costly problem that customers recognize and will pay to solve.

Growth Stage

VC-backed: Pre-Seed / Seed
Bootstrapped: Experiments

Signs you have it

- Problem is real (and validated)
- Early versions spark real interest
- Customers "get" your value

Warning signs

- Problem not seen as painful, urgent, or costly
- Feedback is lukewarm
- Early testers lose interest
- Building features on guesses

Best Practices

- Talk to lots of customers
- Test prototypes in real use
- Validate willingness to pay

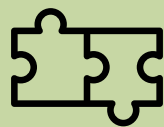
Common Mistakes

- Building a solution in search of a problem
- Validating with non-paying customers
- Assuming one customer's problem = everyone

Takeaway

Prove the pain is real and people will pay to solve it before moving forward.

Product-Market Fit



What is it?

You have paying customers who stay and spread the word, enough to sustain and grow.

Growth Stage

VC-backed: Series A
Bootstrapped: Doubling Down

Signs you have it

- Customers stick and reuse
- Customers pay full price
- Word of mouth & referrals from delighted customers

Warning signs

- Heavy discounts needed
- High churn
- Low ongoing usage
- 'Meh' customer feedback

Best Practices

- Measure stickiness: retention, referrals, repeat business

Common Mistakes

- Treating early sales as real fit while ignoring churn
- Relying on discounts
- Overlooking the "whole product" (support, onboarding, delivery)

Takeaway

If customers don't stay and spread the word, you don't have Product-Market Fit.

Go-to-Market Fit



What is it?

You can repeatedly sell to your ideal customer in a predictable way.

Growth Stage

VC-backed: Series B
Bootstrapped: Scaling

Signs you have it

- Clear Ideal Customer Profile
- Consistent sales playbook
- Forecasts match reality

Warning signs

- Growth relies on 'hero' sellers
- Little revenue growth from existing customers
- Each launch feels ad hoc
- Unpredictable revenue

Best Practices

- Align product, sales, marketing, and success around one ICP & playbook

Common Mistakes

- Relying on heroic sellers or one-off wins
- Failing to align product, sales, marketing, and success
- Failing to build a repeatable GTM playbook

Takeaway

If growth isn't repeatable, you don't have Go-to-Market Fit.

