

# Defining your solution

**Kadeza Begum**  
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Enterprising  
Futures at **LSBU**

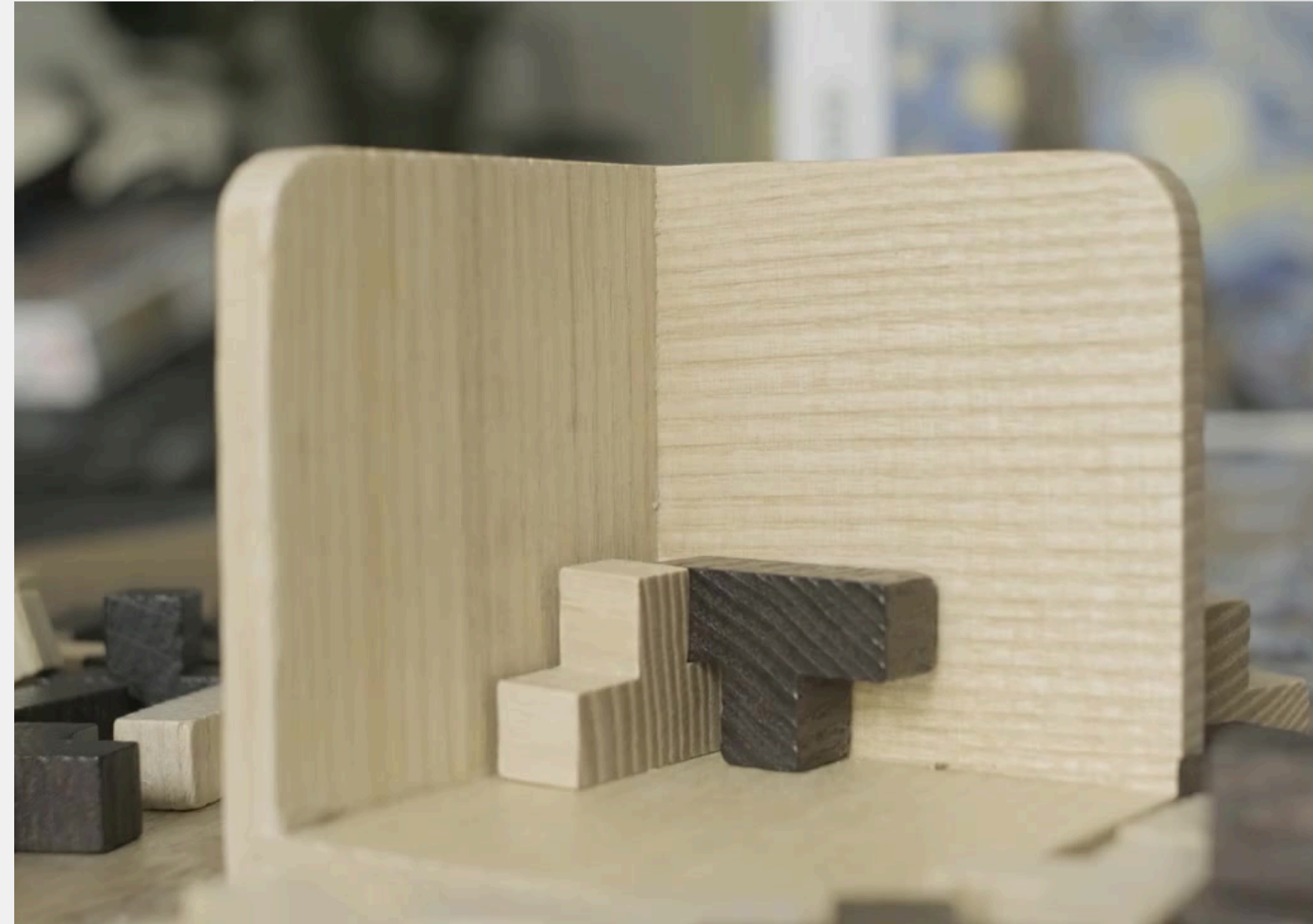


# **SUPER SOLUTIONS:**

**PROVING YOUR  
PRODUCT-MARKET FIT**

**+**

**COMMUNICATING IT  
CLEARLY**



**INSTRUCTOR: KADEZA BEGUM**

**Understanding product-market fit is crucial for success.**

It encompasses identifying your target customer, their core problem, and how your unique solution delivers key benefits with supporting proof.

# UNDERSTANDING THE ELEMENTS OF FIT

## TARGET CUSTOMER

Identifying your specific audience is crucial. Knowing who they are allows you to address their needs and tailor your solution effectively, ensuring a stronger market connection.



# UNDERSTANDING THE ELEMENTS OF FIT

## TARGET CUSTOMER

Anyone want to share what they've learnt about their customer since last week?



# UNDERSTANDING THE ELEMENTS OF FIT

## CORE PROBLEM

Defining the main challenge your target customer faces helps pinpoint the urgency of your product.

This clarity drives the development of solutions that resonate deeply with their struggles.



# UNDERSTANDING THE ELEMENTS OF FIT

## UNIQUE SOLUTION

Outlining your distinctive offering is essential. Highlighting what makes your product special allows you to differentiate in the market, attracting customers who seek innovative resolutions to their problems.



# FIT FINDER CANVAS EXERCISE

## 01 WHO?

IDENTIFY YOUR TARGET CUSTOMER SEGMENT CLEARLY.

## 02 WHAT PAIN?

DEFINE THE CORE PROBLEM YOUR CUSTOMER FACES.

## 03 WHAT SOLUTION?

DESCRIBE THE CURRENT SOLUTION THEY ARE USING.

## 04 WHY 10X BETTER?

HIGHLIGHT HOW YOUR PRODUCT EXCELS SIGNIFICANTLY.

# PRODUCT-MARKET FIT IN ACTION

## EXAMPLE:

"**WE HELP** INDEPENDENT FITNESS COACHES  
(**TARGET**) **MANAGE BOOKINGS AND PAYMENTS**  
**WITHOUT TECH HASSLE (PROBLEM) USING A**  
**SIMPLE APP THAT AUTOMATES CLIENT**  
**MANAGEMENT (SOLUTION), REDUCING ADMIN**  
**TIME BY 70% (PROOF)."**



# VALIDATE YOUR IDEA'S RELEVANCE

Proving why your idea matters is crucial. Engage participants in identifying market needs, discussing current trends, and establishing the significance of their solutions for effective communication and impact.



# PROVING YOUR IDEA'S RELEVANCE

## VALIDATE TIMING AND MARKET NEED

### TREND ANALYSIS

Identifying current trends and shifts helps demonstrate how your idea fits into the market landscape, showing that your solution addresses pressing needs effectively.

### COST OF INACTION

Highlighting the consequences of not addressing the problem emphasizes the urgency and importance of your solution, making a compelling case for its immediate relevance.

### EVIDENCE AND PROOF

Providing measurable evidence and social proof strengthens your argument, showcasing that your idea has already gained traction and resonates with your target audience.

# RELEVANCE RADAR EXERCISE

## 01 TRENDS

IDENTIFY SHIFTING CONSUMER PREFERENCES IN THE MARKET.

## 02 REGULATIONS

NEW LAWS IMPACTING HOW BUSINESSES OPERATE TODAY.

## 03 BEHAVIORS

CHANGING CUSTOMER HABITS AFFECTING PRODUCT / SERVICE USAGE PATTERNS.

## 04 OPPORTUNITIES

LEVERAGE INSIGHTS TO ENHANCE PRODUCT POSITIONING STRATEGIES.



# THE 3-LINE MESSAGE FRAMEWORK

## POWERFUL MARKETING MESSAGES

### HOOK

The emotional trigger should resonate deeply with your audience's pain or current trends, capturing attention and fostering connection to your message's core purpose.

### VALUE

Clearly articulate your unique benefit, emphasizing what sets your solution apart. This is essential for demonstrating how your offering addresses the identified pain points effectively.

### PROOF

Provide compelling evidence that validates your claims and assures potential customers of your ability to deliver results, reinforcing their confidence in choosing your solution.

**HEADLINE:**

**STOP DROWNING IN SPREADSHEETS TO PAY YOUR GLOBAL TEAM.**

**SUB:**

**OUR AUTOMATED PAYROLL PLATFORM KEEPS YOU COMPLIANT IN 100+ COUNTRIES — WITH ONE CLICK.**

**PROOF:**

**TRUSTED BY 1,200 REMOTE-FIRST COMPANIES.**

**CTA: TRY IT FREE FOR 14 DAYS.**

**BONUS FRAMEWORK:  
15-SECOND ELEVATOR PITCH**

**“WE HELP [TARGET AUDIENCE] WHO  
STRUGGLE WITH [PROBLEM] BY PROVIDING  
[SOLUTION] THAT DELIVERS [KEY BENEFIT],  
UNLIKE [COMPETITOR/OLD WAY].”**



Top 6 Japanese Woodworking Projects for Beginners



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# Q&A



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