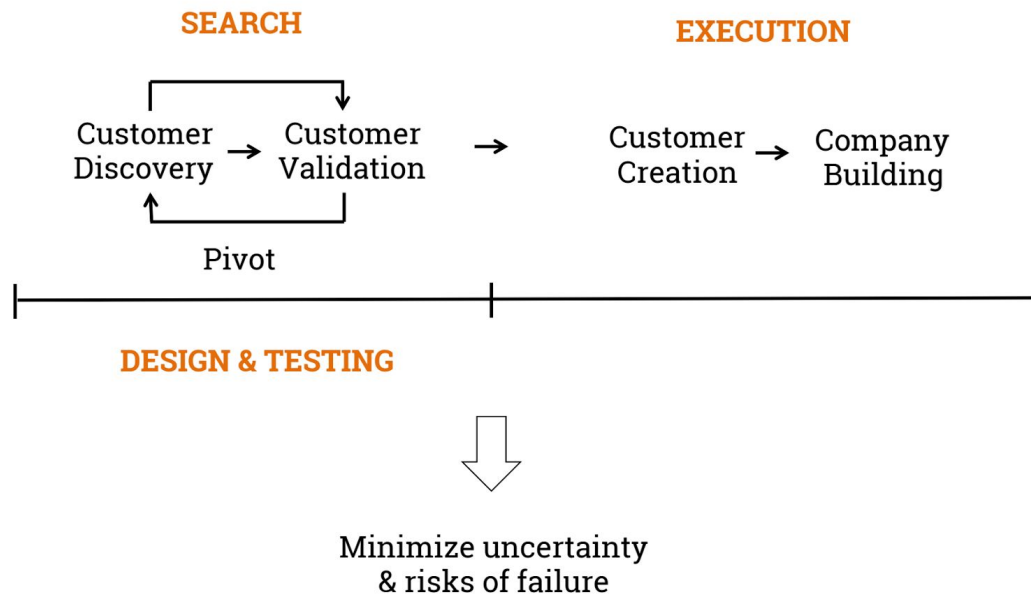


## Test, Learn & Pivot

In order to gain Product Market fit first you will have to be immersed in the two stages of the Customer Development Process:

1. **Search (Customer Discovery + Customer Validation) = Test, Learn & Adapt**
2. **Execution (Customer Creation + Company Building)**



The art of validation is to start cheaply and increase spending with your level of confidence. In other words, in the brainstorming stage fresh ideas should be immediately supported with the cheapest validation checks possible. With increasing data and confidence for your idea, you can increase spending on validation until you arrive at a real market pilot.

**To think about:**

- Your user is not always your customer. Your user can be super excited about your product but how about the customers that will actually have to pay for your product or service? Are they feeling the same way about it?