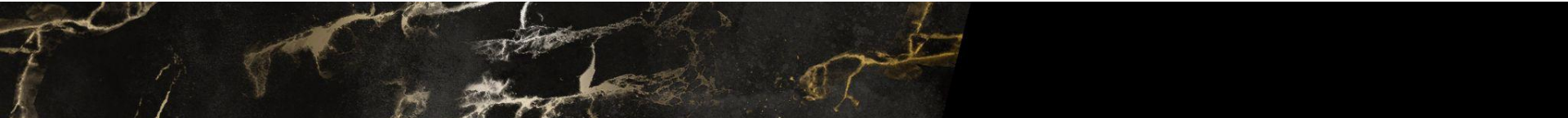


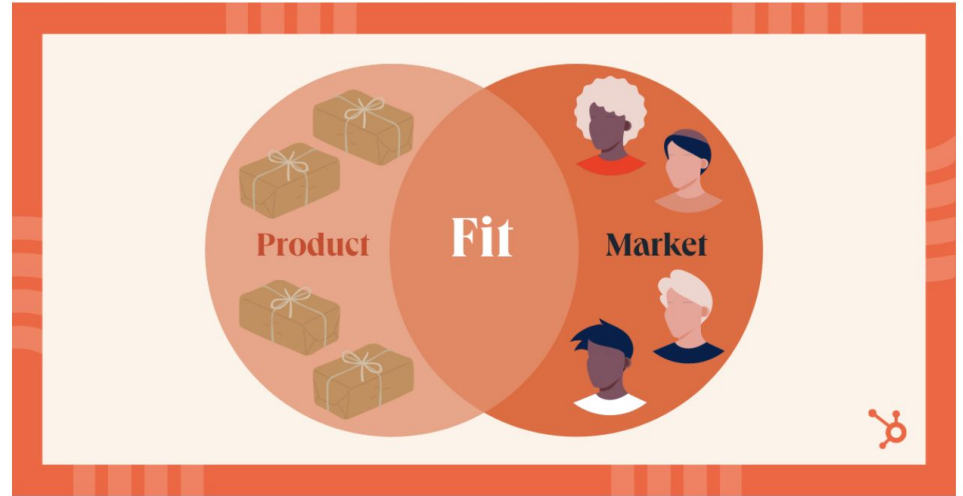
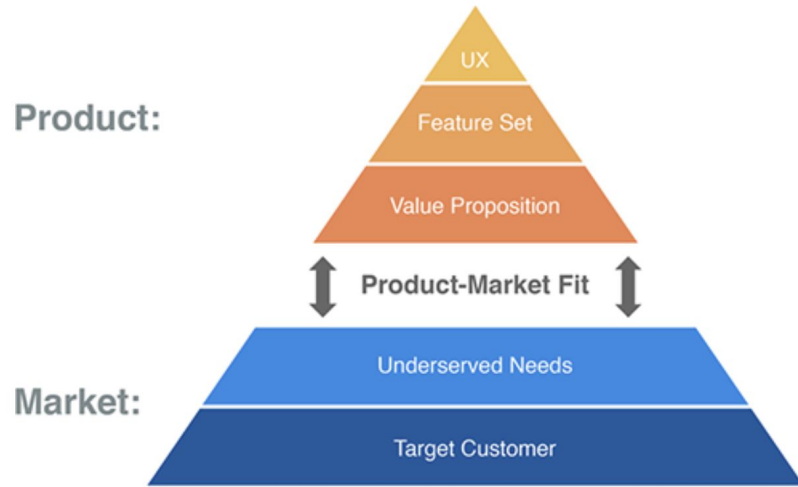


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What is product-market fit?





Phases: 3-5 months to launch

Phase 0: Client Organization

Phase 1: Exploration & Business Planning

Phase 2: Market Research & Data Collection

Phase 3: Market Analysis & Marketing Strategy Development

Phase 4: Funding & Financial Planning

Phase 5: Market Strategy Implementation



Phase 0: Client Organization

Rolodex & Interviews	Streamline communications	List of contacts & clients
URL Digest	Organize files & links	List of hyperlinks
PowerPoint Presentations Templates	Presentation Decks & Scripts	Presentes data & analysis in a compelling manner



Phase 1: Exploration & Business Planning

Lean Canvas	Business Model	1-pager detailing core functions of business model
Brand Identity	Branding	Brand positioning statement, definition of brand essence, definition of brand personality, identify potential brand ambassadors, brand elements, competitive perceptual map, core brand promise, core brand message



Phase 2: Market Research & Data Collection

MVP Website	Test pain points of customer journey with UX/UI	Domain
Qualitative Data	Problem / solution fit	1) Interview script 2) Interview(s) 3) Analysis
Qualitative Data	Product / market fit	1) Interview script 2) Interview(s) 3) Analysis
Quantitative Data	Product / market fit	1) Survey 2) Survey distribution 3) Analysis



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