









PMF Pillars

Trailblazers vs. Lessons Learned

Company	Category	PMF Pillar Success	Key Insight	Lessons Learned
	E-commerce	Customer Problem Identification	Focused on customer-centricity and convenience from the start.	-
	Booking Platform	Unique Value Proposition	Revolutionized travel accommodations by tapping into the desire for authentic experiences.	-
	SaaS, Marketing	Competitive Advantage	Created an all-in-one marketing platform catering to SMEs.	-
	Office Space	Growth Strategy	Rapid expansion without sustainable business model.	Overemphasis on growth without ensuring PMF led to challenges.
	Streaming Service	Market Understanding	Failed to grasp its audience's viewing habits and preferences.	Misjudgment of market needs and user behavior.
	Consumer Goods	Product-Value Fit	High-cost product with low practical value.	Misalignment between product features and market expectations.
	Music Streaming	Motivation/Value Fit	Successfully tapped into users' desire for on-demand music with personalized playlists.	-
	Electric Vehicles	Business Model Innovation	Pioneered the electric car market with a focus on sustainability and technology.	-