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**Beat the odds  
for market  
acceptance of  
your product**

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# Nugget: Identify your ideal customer profile (ICP)

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# 1

Users for whom 'it is **must** to solve the problem' are your ideal customers

# 2

Users for whom 'it is **good** to solve the problem' are not your ideal customers

# 3

Users for whom your product can create 'good problems to have' are your ideal customers

Stay tuned for the next nugget

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Follow us to Beat the Odds

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# Follow us if you would like to beat the odds in your startup journey



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