

A PRODUCT DISCOVERY DECK · 2026

# Finding Product- Market Fit

A 90-day discipline for early-stage product teams.

CHAPTER 01

# Why most discovery work doesn't stick

# Discovery is collected, not practiced

Every team collects customer signals — interviews, tickets, churn calls. Most treat them as **confirmation**, not as falsifiable input.

## THREE FAILURE MODES

- Signals are catalogued but never restated as hypotheses.
- Tests are run to validate, not to falsify.
- Negative results are quietly discarded.

MEDIAN ACROSS 200 TEAMS

63%

of "discovery interviews" end without a written, falsifiable hypothesis.

CHAPTER 02

# The Validation Loop

# Restate the signal as a hypothesis

A signal is observation; a hypothesis is a prediction with a fail condition.

**EXERCISE** Pick last week's loudest signal. Rewrite it as one sentence containing a metric, a magnitude, and a timeframe.

# Picking the right validation method

IF YOU'RE TESTING...	USE	WHY
Whether the problem is real and frequent	<b>Discovery interview</b>	Surfaces unprompted language and workarounds
Willingness to pay or commit	<b>Pre-sale / LOI</b>	Behavior is the only honest signal; opinions inflate
Whether a specific solution is usable	<b>Prototype test</b>	Concrete artifact; reveals where assumptions break

A discovery cycle that produces no killed hypotheses isn't validating — it's rationalizing the roadmap you already have.

— Notebook, week 4

END · THANK YOU

Ship one killed  
hypothesis per week.

That's the whole practice.