

You may have heard that there's two kinds of products: "vitamins" and "painkillers". It's a very simple idea and doesn't fully or cleanly divide all products, but it's a useful way of understanding how people will potentially view your product.

Customers

- Is there existing demand for this? Does this solve a significant enough problem that people will pay for it?
- Will customers regularly use and see value from this product?

My market is _____.

- Is this market easy to reach?
- Is this market big enough to sustain a product?
- Does this market regularly spend money to make progress in their lives?
- Do you have experience with this market?

Founder

- Do you like the target market?
- Are you excited about the product?
 - Exciting products are easier to market, more prone to being spread by word-of-mouth, and generally require a lot less customer education, which limits the amount of "extra work" you have to do with a constrained amount of free time.
- Does the product and the market align with your values?
- Do I like this type of customers?

How [Transistor.fm](https://transistor.fm)'s founders evaluated and pursued the market for their SaaS. [SaaS product validation case study: Transistor.fm](#)