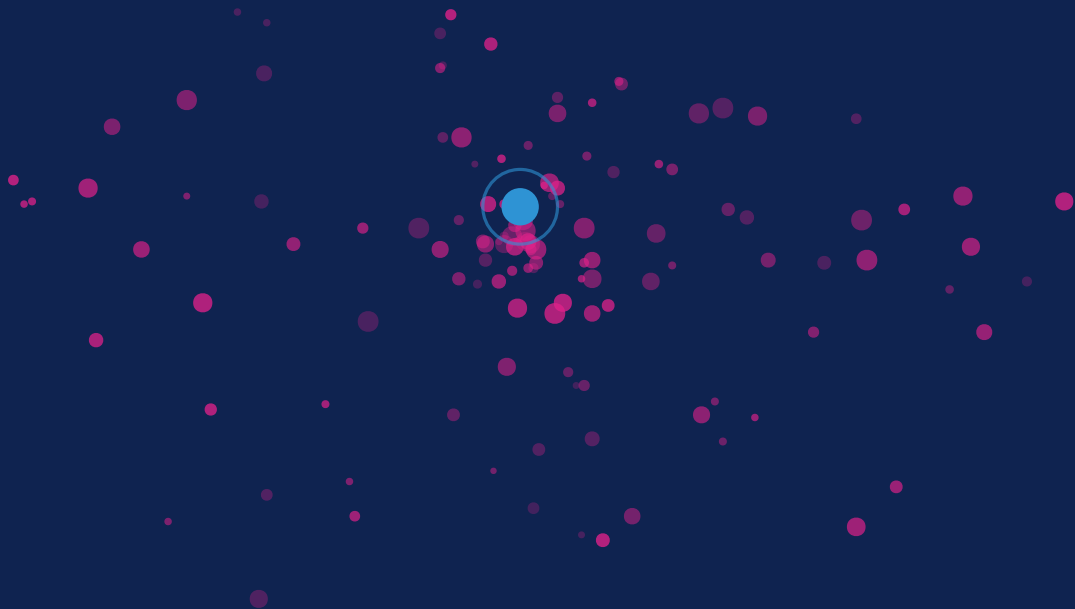


● COMPANION FIELD KIT

Human Signal Field Kit

Read signal from noise, and find
product-market fit that is actually real.



● THE IDEA

When anyone can build, signal is the only moat.

- In an AI-built world, the one scarce input is human signal.
- Building was never the hard part. Building the right thing is.
- Interest costs nothing. Demand has skin in the game. Fit repeats.

AI made building almost free. What it cannot give you is proof that anyone wants what you built. That proof only comes from people, and reading it is the one advantage that still compounds.

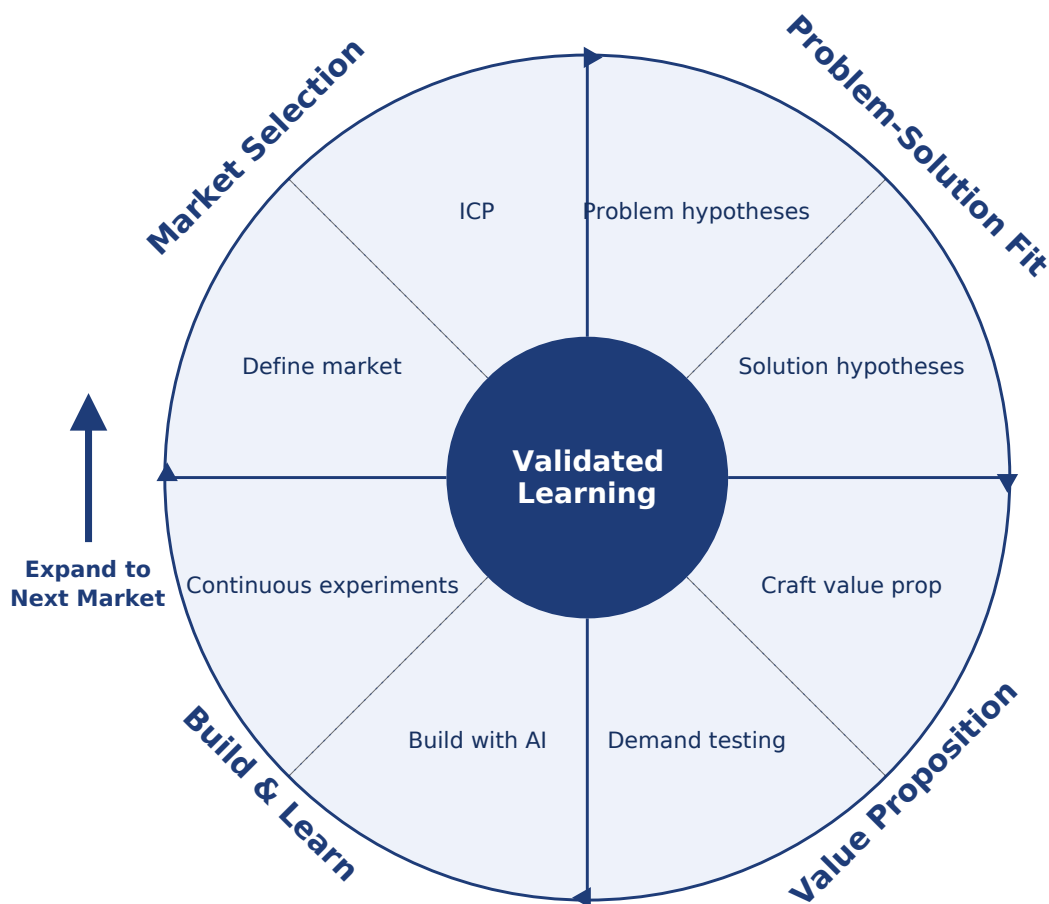
Four tools to read the signal are in this kit.

human-signal.ai

The whole method, and the cases behind it, are in the book.

The PMF Flywheel

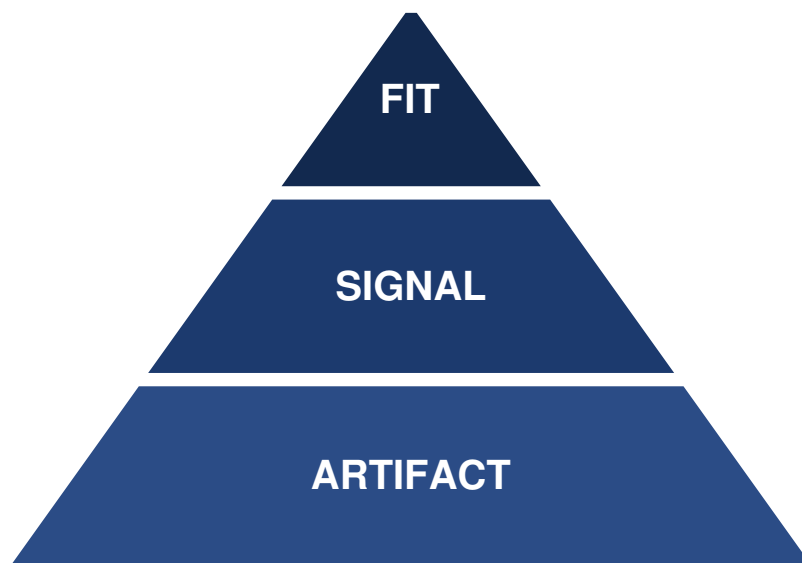
A map, not a checklist. Four quadrants turning around one thing: validated learning. It does not tell you what to think. It tells you where to act next.



Start at Define Market. Loop the four quadrants until real demand repeats, then dominate the niche before you expand.

The Signal Stack

Three layers of proof. AI floods the bottom. Only humans give the top. Read which layer your evidence is actually on before you trust it.



- **Layer 3 · Fit** · **Market-confirmed**
Pull, retention, word-of-mouth, pricing power. The outcome of sustained signal. Cannot be faked.
- **Layer 2 · Signal** · **Human only**
Paid, returned, referred, repeat use. AI makes it scarcer, and more valuable.
- **Layer 1 · Artifact** · **AI-accelerated**
Prototypes, demos, landing pages, decks. Abundant. Proves nothing about demand.

The 72-hour rule

Ship a Layer-1 artifact, then look for a real Layer-2 behaviour within 72 hours.

Most founders overrate their layer by one. The book shows why → human-signal.ai

Fit, or a flattering metric?

Fit shows up as behaviour, not opinion. No single number proves it. Look for several strong signals pointing the same way at once.

- ☐ Retention holds: a good share of customers are still active after 90 days
- ☐ Sean Ellis score above 40% would be “very disappointed” without you
- ☐ Organic pull: new customers arrive without paid acquisition
- ☐ People refer you unprompted, without being asked

Three strong at once = fit. One alone = a flattering metric.

Earliest stage? Skip the dashboard.

Track three behaviours only: do they come back, do they refer you unprompted, and does anyone pay. Everything else is too early to mean anything.

The full fit test, thresholds and traps, is in the book →

human-signal.ai

Sell mode vs. reality mode

An instrument is only as honest as the person holding it. The same evidence reads as validation in one mode and as a warning in the other.

SELL MODE

what raises money

Asks: “how do I prove the plan is right?”

A lost deal was the wrong buyer.

A flat month was seasonal.

Doubt does not raise money.

REALITY MODE

what finds fit

Asks: “where is the plan wrong?”

Reads behaviour, not the story.

Switches on after every raise.

Hears the signal even when it costs the story.

Selling rewards conviction. Product-market fit requires doubt. Strong founders know when to switch modes.

The honesty that finds fit gets its own chapter in the book →

human-signal.ai

The PMF Canvas

One loop, validated step by step. Hunt the signal at every quadrant, not once around.

Q1 · Market Selection

HYPOTHESIS	Sharpest reachable customer = beachhead & ICP
TEST	Can we reach & interview 20+ this week?
SIGNAL TO HUNT	They self-identify; give time unsold
THRESHOLD	20+ reachable · one channel · shared trigger
VERDICT	validated revise

Q2 · Problem-Solution Fit

HYPOTHESIS	Their urgent, costly problem is ____
TEST	Problem interviews: the last time it happened
SIGNAL TO HUNT	Real pain + a workaround they already pay for
THRESHOLD	5–7 per ICP converge on one problem
VERDICT	validated revise

Q3 · Value Proposition

HYPOTHESIS	For ____ we do ____ so they ____, better than ____
TEST	Landing page / pilot / pre-order = demand test
SIGNAL TO HUNT	Committed action: sign-ups, deposits, LOIs
THRESHOLD	Beats benchmark; promise clear in one line
VERDICT	validated revise

Q4 · Build & Learn

HYPOTHESIS	Smallest artifact that lets users act = ____
TEST	Ship it, then run the 72-hour test
SIGNAL TO HUNT	Within 72h: paid, returned, or referred (Layer 2)
THRESHOLD	≥5 users act within 72 hours; retention holds
VERDICT	validated revise

Fit = all four green at once, not once around.

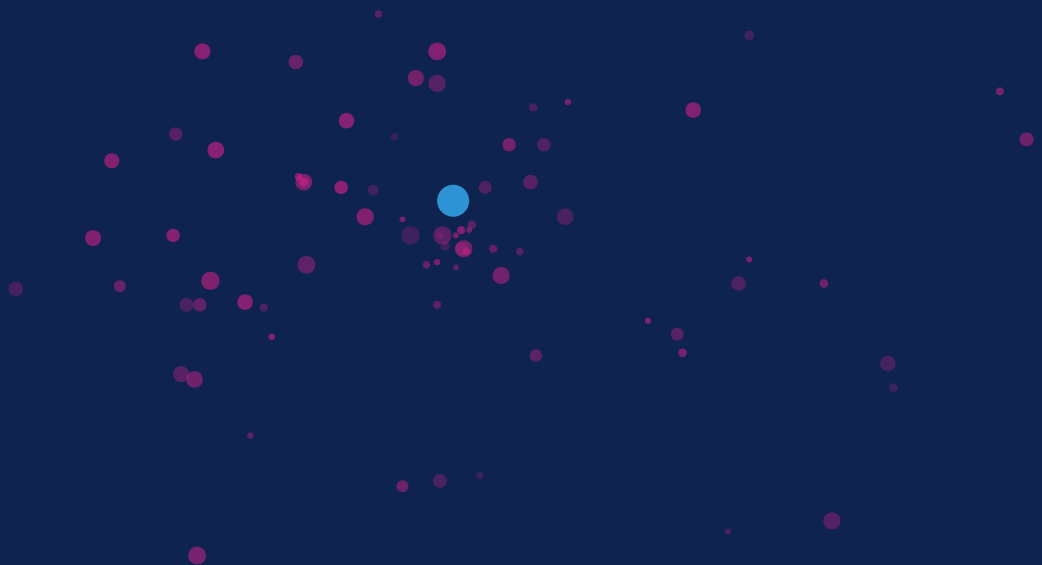
Riskiest assumption now → next experiment: _____

Dominate the niche, then expand →

● THE WHOLE JOURNEY

This is the map. The book is the terrain.

Human Signal shows you how to read the signal and find fit that is real, station by station, for startups and SMEs alike.



Out end of August 2026

human-signal.ai

You got this Field Kit for joining the launch list. See you at launch.