

Tell signal from noise

A one-page primer, plus the PMF Canvas on the next page.

1 · Read the signal — three levels

Interest they say the idea is good. Costs them nothing.

Demand they commit money, time, or reputation. Skin in the game.

PMF demand repeats. Users return, refer others, integrate the product.

2 · The 72-hour rule

Ship an artifact, then get a real behavioural signal within 72 hours.

AI makes the artifact cheap. The signal is what still costs, and counts.

3 · Fit indicators — three strong at once = fit

Cohort retention flattening · Net revenue retention > 100%

Sean-Ellis score > 40% · organic word-of-mouth and referrals.

One strong metric alone is usually a flattering number.

4 · The no-filter before every yes

Does it move me closer to fit?

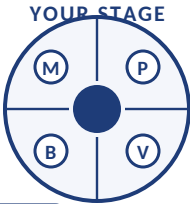
Can I do it without splitting the team?

Will it still matter in six months?

The PMF Canvas

A living one-pager — refill it each loop of the Flywheel. • human-signal.ai

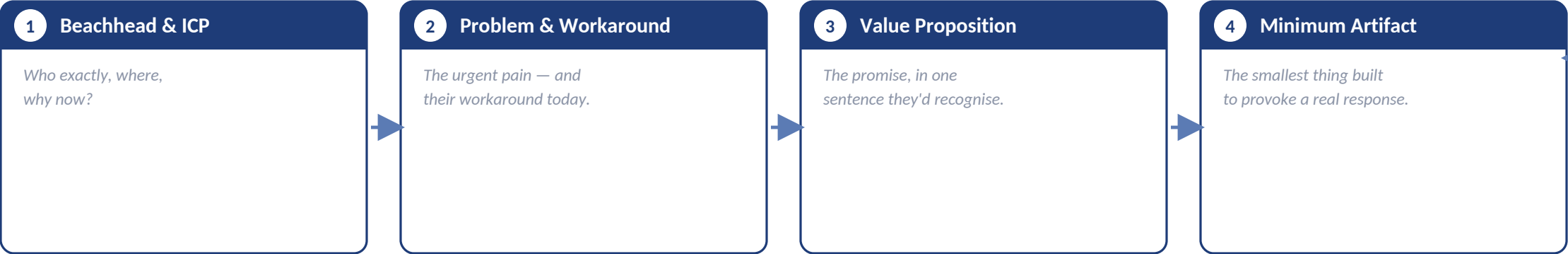
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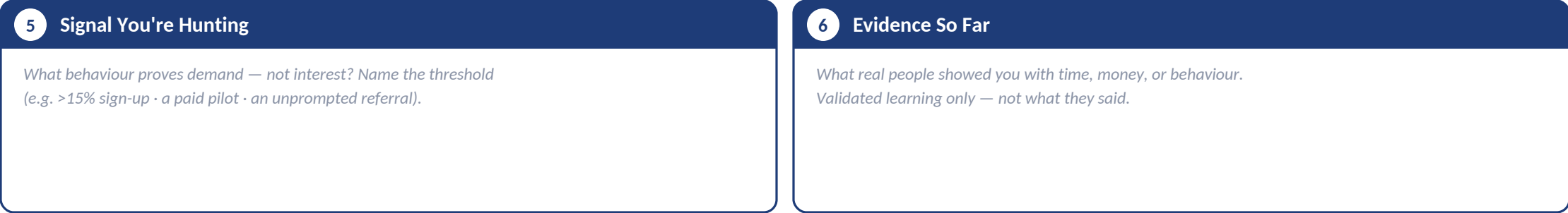
VISION — where this is ultimately going

The big picture. Keep it separate from the tactics below — vision can be huge; your first moves stay small.

THE BET • your hypotheses (work left to right)



THE SIGNAL • real human evidence the artifact produces



THE VERDICT • are you there yet?



not yet? revise the bet & loop