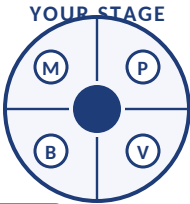


The PMF Canvas

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

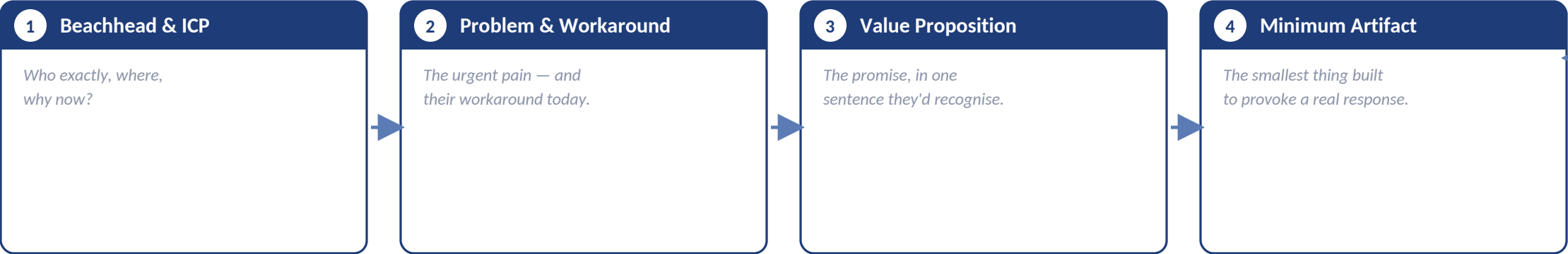
Date / loop #: _____



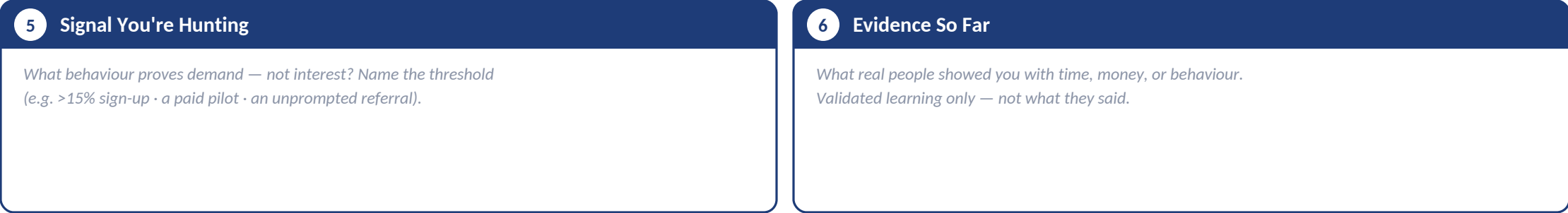
VISION — where this is ultimately going

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