



# **Finding Your Product-Market Fit**

**Based on BROCKHAMPTON**

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Based on BROCKHAMPTON

BROCKHAMPTON  
Edition



## Locating a demographic

What platforms does your target demographic use?

Reddit

Tumblr

Artist fan forums

## Testing your hypothesis

What is your hypothesis as an artist?

If: BROCKHAMPTON can successfully create an album that speaks to today's Gen-Z cultural norms

Then: they can become a mainstay in music

What strategies will you implement to stay under budget as you test this hypothesis?

Remaining resourceful by filming videos within the neighborhood they lived in

## Validating your product

How will you create a consistent experience for your fans?

All members have similar profile photos

All members post photos with the similar filters

What data points will validate your hypothesis and define success?

A No. 1 album on the Billboard 200 chart

over 100,000 units sold first week

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