# How to tell if your product has proven its value and achieved product/market fit
Four frameworks from GoPractice

### Long-Term Retention Framework
by Alex Schultz

☆ If your retention curve flattens and becomes parallel to the X-axis, you've likely achieved product/market fit — at least for a specific market segment.

Retention

clear proof of value

little or no value

Time
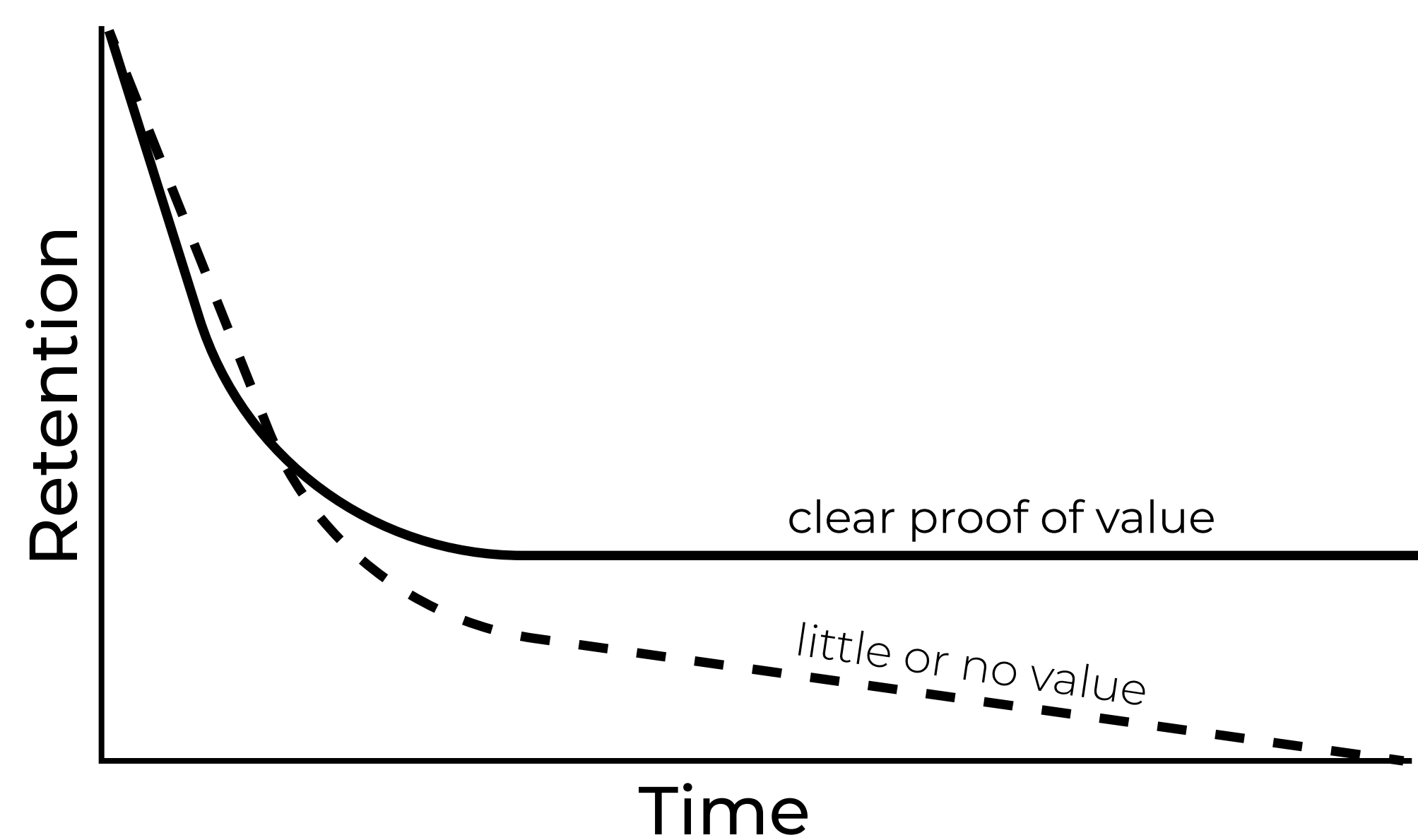
DAU/MAU Ratio Framework
by Andrew Chen

☆ If your DAU/MAU ratio is above 20%, you're doing well. Above 50%? That's excellent.

Divide DAU by MAU:

<20%	>20%	>50%
↓	↓	↓
little or no value	some value, but could be stronger	clear proof of value
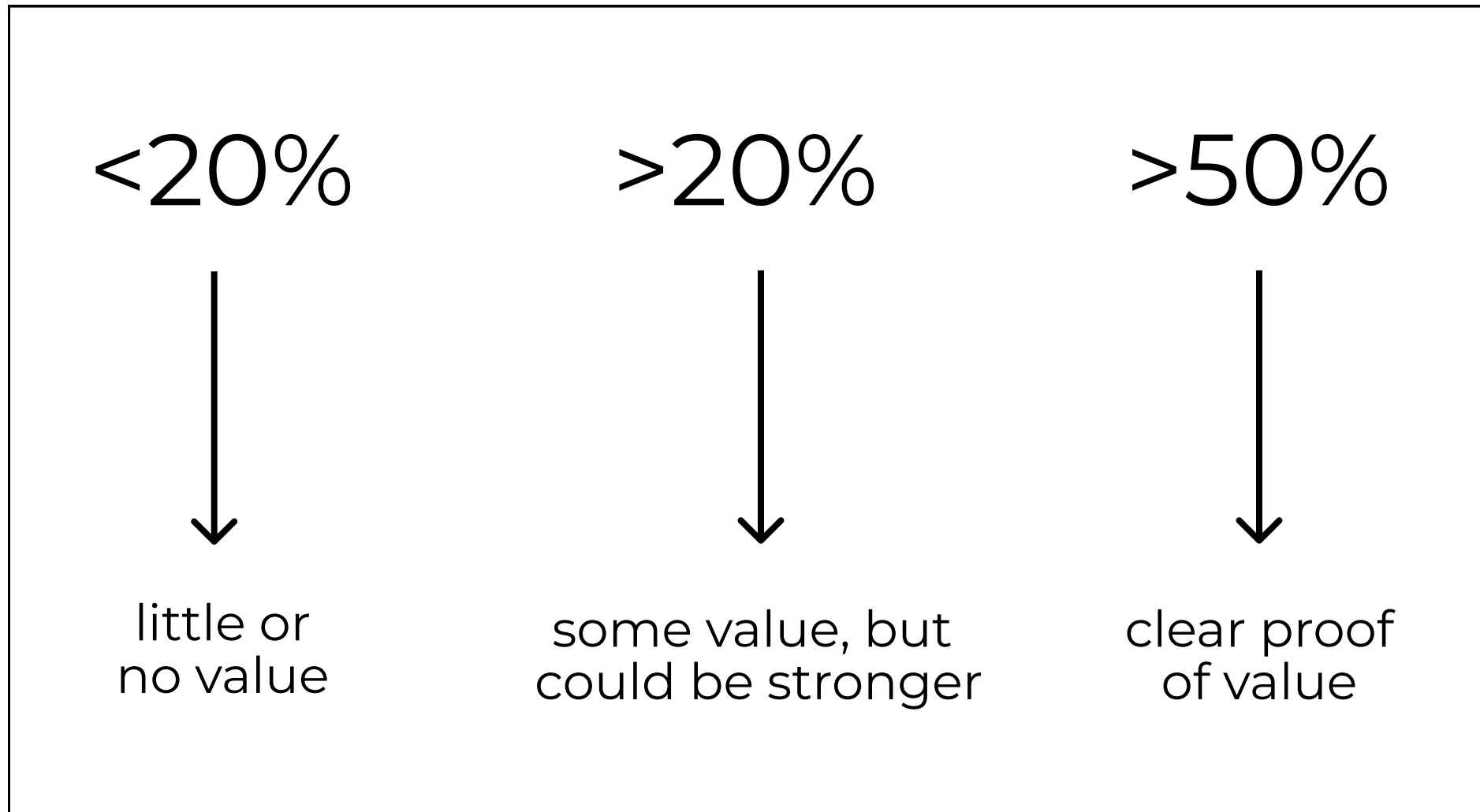
Survey-Based Framework
by Sean Ellis

☆ Use the survey template available at pmfsurvey.com and send it to your users.

The key question:

"How would you feel if you could no longer use this product?"

Answer options:

— Very disappointed
— Somewhat disappointed
— Not disappointed
— I no longer use the product

If **more than 40%** say they'd be **very disappointed**, your product's value is considered proven.

The "Emotional" Framework
by Marc Andreessen

☆ Look out for strong signals from the market.

— Customers are queueing up for the product

— Money is flowing in

— You're hiring sales and support teams rapidly

— Journalists and investors are calling you up

— Your servers are under heavy strain

If one or more of these things is happening — or anything similar — there's a good chance your product has proven its value.

🖨 Feel free to print this cheat sheet (first page only!) and pin it somewhere visible in your workspace.

We recommend using ink-saving mode to preserve your resources — and ours.