

Product Readiness Checklist

This checklist is used during the Roadmap Audit to evaluate product readiness across validation, strategy, execution, and go-to-market alignment.


1. Problem Clarity

- We can describe the core problem in one clear sentence.
- The problem is painful, frequent, and costly.
- We have validated the problem with real users (10–20 minimum).
- Users are currently solving this problem in some way.
- We understand why current solutions fail.

2. Target Customer Definition

- We have clearly defined our Ideal Customer Profile (ICP).
- We understand the buyer vs. user distinction.
- We know the buying trigger.
- We understand budget ownership.
- We have spoken directly with our target segment.

3. Value Proposition

- Our value can be explained in under 20 seconds.
 - The outcome is measurable (revenue, cost, time, risk).
 - Our differentiation is clear.
 - We understand switching friction.
 - We know the top 3 objections.
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4. MVP Definition

- We have defined what the MVP is NOT.
- The MVP solves one core problem.
- Features are prioritized by impact.
- Success metrics are defined.
- Engineering scope is realistic.


5. Metrics & Success Criteria

- We have a defined North Star metric.
- Activation criteria are documented.
- Retention is tracked (Day 7 / 30 / 90).
- CAC assumptions exist.
- Feedback loops are built into the product.

6. Business Model Readiness

- Pricing hypothesis is documented.
- Willingness-to-pay validated.
- Unit economics modeled.
- Cost structure understood.
- Break-even point identified.

7. Technical & Delivery Readiness

- Architecture is documented.
 - Dependencies identified.
 - Security and privacy considered.
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- Scalability assumptions reviewed.
- Release plan exists.

8. Go-To-Market Readiness

- Positioning statement defined.
- Acquisition channels identified.
- Launch plan drafted.
- Messaging tested.
- Early adopters identified.

9. Feedback & Iteration System

- Feedback collection is built into the product.
- Structured backlog exists.
- Prioritization framework defined.
- Decision-making owner assigned.
- Post-launch review cadence scheduled.

Scoring Framework

Score each item: 0 = Not Started | 1 = In Progress | 2 = Solid

75–90 = Ready to Build/Scale | **50–74** = Build Cautiously | **Below 50** = Validate Before Building

If this checklist revealed uncertainty around your next move, we can use it as a starting point to sharpen your roadmap and reduce execution risk. Reach out when you're ready to move forward with clarity.

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