Go_to_Marlet roadman

| po-to-Market roadmap | | | | Team: |
|--|----|-----|-----|-------|
| | Q1 | Q 2 | Q 3 | Q4 |
| What are you trying to accomplish? | | | | |
| 2 Focus Clarify desired outcomes and objectives for this stage | | | | |
| 5 Inputs and tasks Describe the tasks needed to accomplish the goal, answer key questions and define focus | | | | |
| Outcomes and goals What does successfully accomplishing the tasks look like for this stage? Think of measurements! | | | | |
| Timeframe What's the proposed period of time to accomplish this? | | | | |
| Roles and responsibilites Who is responsible for what during this period? | | | | |

Backlog

Anything that's not a priority but should be considered goes here



What and Why: Map the actionable steps to be taken to bring your final offer to market. Understanding the roles, responsibilities and dedication required for the team to do so. Make sure to understand the effort and task that are priorities for this plan to work. Align the team internally and externally, by providing your stakeholders with a clear action plan for the release and management of your solution.

How to do it: Go through each row first, making sure to list every important and relevant element of a go to market plan. Distribute tasks along a timeline (columns) to ensure continuity. Be mindful of how much can be done, while considering the dedication each team member is able to provide for their attributed task. Google some examples of Go-to-Market roadmaps, there's plenty of inspiration out there!