

## Go To Market Checklist

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1. Market Pain Identified
2. Market Pain Verified With Prospects
3. Market Size Verified
4. Competitors Identified
5. Competitors Data Validates Market
6. Business Plan Benchmarked With Competitors
7. Business Structure Planned
8. Management Team Recruited
9. Board Of Directors Appointed
10. Capital Raised
- 11. Product Development Commenced**
12. Sales Messaging Developed & Tested
13. Marketing Collateral Developed & Tested
- 14. Prototype Completed**
15. Market Pain Validated
16. Customer Interest Confirmed
17. Sales Messaging Validated
18. Sales Resource Recruited & Trained
19. Marketing Collateral Completed
20. Web Site Established And Optimised
21. Support Resource Recruited & Trained
22. Product Documentation Completed
23. Training & Install Resource Recruited & Trained
24. Back Office Functions Established
- 25. Product Completion**

### Product Launch