

Your 90-Day Launch Plan

MVP Definition

Core features (must-haves):

Deferred features (later):

Launch date target:

Success metrics:

Customer Acquisition Strategy

Target: _____ customers in 90 days _____

Channel 1: _____

Channel 2: _____

Channel 3: _____

90-Day Timeline

Days 1-30:

Days 31-60:

Days 61-90:

Key Metrics

North Star Metric: _____

User acquisition: _____

Activation rate: _____

Retention: _____

Revenue: _____

Go/No-Go Decision Criteria

At Day 90, what metrics determine success?

✓ Next Steps

Execute this plan systematically, measuring progress weekly.