

CHECKLIST

The Product-to-Market Launch Check

Pressure-test audience, positioning, proof and channel choices before launch activity expands.

FORMAT

13 checks

TIME

25-40 min

WHO IT'S FOR

Founders and product teams preparing a launch

USE IT WHEN

Use before committing budget, channels or a public launch date.

01 Audience

- Who needs this most urgently?
 - What situation makes them start looking?
 - Which alternative are they already using?
 - Have we actually spoken to this audience?
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02 Promise

- Can the promise be understood in one plain sentence?
 - What proof makes the promise believable?
 - Which feature or story should not lead the launch?
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03 Proof

- What evidence do we have that this works?
 - Do we have any early customers or use cases to point to?
 - What are we claiming that we can't yet back up?
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04 Route to market

- Which channel reaches the audience with the least friction?

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- What action shows genuine interest?

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- What will the first campaign teach the product team?
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This resource is deliberately lightweight. Adapt the language to your context and capture the decisions that follow.