

Startup Product Roadmap

Working on a new software product? The Software Product Roadmap will help you apply the scientific method to developing and maturing your product.

For each step, you'll create a hypothesis, then build an experiment to test it. If you get the results you want, move to the next step. If you don't, pivot and repeat the step with another hypothesis (or kill the idea altogether).

The SPR helps you start simply and invest the appropriate amount of time and effort on each step. As you progress through the phases, the cost of running an experiment increases, but so does the product's viability.



DISCOVERY

Discovery is about determining that you're solving the right problem, and starting to validate and de-risk your solution.

This phase of effort is arguably the most difficult of your product's lifecycle. Each day can be an emotional rollercoaster of extreme excitement and frustrating lows.

- 🔍 Question to Answer
- ⚙️ Activity / Action to Take
- 💰 Monetary Investment
- 🕒 Time Investment
- 📺 Funding Source
- 👤 Outside Involvement



PILOT RELEASE

Congratulations! You have a working prototype that's solving a problem. Things are about to get real, really fast. It's time to take the leap and build your MVP.

The Pilot Release is focused on bringing your MVP to market, learning what works and what doesn't, and gaining real market traction.



COMMERCIALIZATION

You've been absolutely killing it! You've identified and validated a problem, built a prototype, and been live with an MVP product that the market loves.

Commercialization is focused on scaling your product and growing value. Since this is the first major product offering for your company, it's also about creating a viable long-term entity.

