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.

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**Discovery**

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.

- **Problem Statement**
  - **What is the problem you are trying to solve?**
  - **Draft a problem statement**
  - **Hours**
  - **Days**

- **Problem Validation**
  - **Is the problem real?**
  - **Study people currently dealing with the current problem**
  - **Days**
  - **Find people to observe**

- **Market Validation**
  - **Is there a market for my solution?**
  - **Conduct a realistic market validation test**
  - **Weeks**

- **Outside Fundraising**
  - **Is someone else willing to invest in solving the problem with your solution?**
  - **Secure funds from small, local funds like angel groups**
  - **Months**
  - **Find experienced people to critique your pitch**

- **Prototype & Testing**
  - **Does my solution solve the problem?**
  - **Deploy a working prototype**
  - **$ X0,000**
  - **Months**
  - **Friends and family**
  - **Hire an expert independent contractor to build your prototype**

- **Quality MVP Solution**
  - **Does your generic solution work for many people?**
  - **Deploy a high-quality first release, start building your team**
  - **$ X00,000**
  - **Months**
  - **Small funds and angel investors**
  - **Hire a high-quality custom software firm**

- **Tweaking & Honing**
  - **How is the product meeting customers’ needs? How much does it cost to acquire new customers?**
  - **Market your product; engage with your customers. Learn what users want, and improve your product**
  - **$ X0,000**
  - **Months**
  - **Find experienced people to critique your pitch**
  - **Consider engaging a marketing firm**

- **2nd Round Fundraising (optional)**
  - **Is it worth it to pour gas on the fire?**
  - **Secure funds from venture capital firms**
  - **$ X,000,000**
  - **Years**

- **Scaling**
  - **Can you grow more value?**
  - **Grow your team and your client base**
  - **$ X,000,000**
  - **Years**
  - **Cash flow or venture capital funds**
  - **Start bringing your core competencies into your company, and leverage service problems from all other services**

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**Start**

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

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.

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.