

# Questions for Launch / Go-to-Market Strategy

- What are your goals?
- What does success look like at this stage?
- What is your primary goal? What's most important right now?
- How are you validating product-market fit?
- Who are our closest competitors? What can we learn from them? What are they doing well?
- What do you hope to learn?
- What do you expect to happen?
- What are we going to measure?
- How will you know people consider this a problem worth solving?
- How will you figure whether people will pay to solve this problem?
- How will you learn how much people will pay to solve this problem?
- What relatively fast and inexpensive experiments can we run?
- Who can help us? What key relationships and strategic partners can we leverage?
- How have successful companies with business model handled launch?
- What other industries could we look at to come up with novel ideas?
- What are you going to do first (i.e., Q1)?
- What comes after that?