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Scope, ship Version 1, and document real impact.
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Passion Project Launch Checklist

Scope, ship Version 1, and document real impact.

Version 1 launch checklist

- [ ] Problem statement in one sentence ("I'm solving ___ for ___ by ___.").
- [ ] Audience defined (who benefits, specifically?).
- [ ] Partner / distribution path chosen (school / community / online).
- [ ] Version 1 format chosen (workshop / toolkit / sprint / event series).
- [ ] Timeline set (8–12 weeks) with a ship date.
- [ ] 1–2 success metrics chosen (and how you'll track them).
- [ ] Materials drafted (slides, guide, curriculum, plan).
- [ ] Run schedule confirmed (dates/times/logistics).
- [ ] Feedback loop created (form, interview, partner check-in).
- [ ] Proof plan (screenshots, sign-ins, outcomes, artifacts).
- [ ] Impact summary drafted (3–4 lines for activities list).

Practical 8-week launch plan

- [ ] Week 1: Pick a problem you can define in one sentence.
- [ ] Week 2: Choose audience + distribution (how people will actually find it).
- [ ] Week 3–4: Build Version 1 (good enough to use).
- [ ] Week 5–6: Run it + iterate weekly (one improvement each week).
- [ ] Week 7: Package proof (numbers + artifacts).
- [ ] Week 8: Write your impact summary (reusable for activities bullets).

Impact summary (fill-in)

What I built

Who it served (scale)

Outcome (metric)

My role (decisions I made)