

## Your 90-Day Launch Plan

### MVP Definition

Core features (must-haves):

---

---

Deferred features (later):

---

---

Launch date target:

---

---

Success metrics:

---

---

### Customer Acquisition Strategy

Target: \_\_\_\_\_ customers in 90 days \_\_\_\_\_

Channel 1: \_\_\_\_\_

Channel 2: \_\_\_\_\_

Channel 3: \_\_\_\_\_

### 90-Day Timeline

Days 1-30:

---

---

---

---

Days 31-60:

---

---

---

---

Days 61-90:

---

---

---

---

## Key Metrics

North Star Metric: \_\_\_\_\_

User acquisition: \_\_\_\_\_

Activation rate: \_\_\_\_\_

Retention: \_\_\_\_\_

Revenue: \_\_\_\_\_

### Go/No-Go Decision Criteria

At Day 90, what metrics determine success?

---

---

---

### ✓ Next Steps

Execute this plan systematically, measuring progress weekly.