

## Your 90-Day Launch Plan

### MVP Definition

Core features (must-haves):

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Deferred features (later):

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Launch date target:

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Success metrics:

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### Customer Acquisition Strategy

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

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

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

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

90-Day Timeline

Days 1-30:

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Days 31-60:

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Days 61-90:

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Key Metrics

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

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

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

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

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

### Go/No-Go Decision Criteria

At Day 90, what metrics determine success?

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### ✓ Next Steps

Execute this plan systematically, measuring progress weekly.