

10 PM Terms you must know!

GTM (Go-To-Market)

GTM is a **strategic plan** that a company uses to release, promote, and sell the product.

GA (General Availability)

GA is the **release of a product** to the general public.

MVP (Minimum Viable Product)

A product with **enough features** to attract early-adopter customers.

Persona

A profile of the **product's typical user** and products can have many different personas.

Agile

Agile is an **iterative product-development methodology.**

Roadmap

A high-level **strategic document** that has a strategic vision and objectives.

Scrum

It is an iterative software development framework for **managing product development.**

Value Proposition

**A statement about how a product will
meet that customer's needs.**

Alpha Test

A small group of users is made to **test the product** for bugs or other issues.

Beta test

A widespread **pre-launch distribution** of a **product** with user feedback.