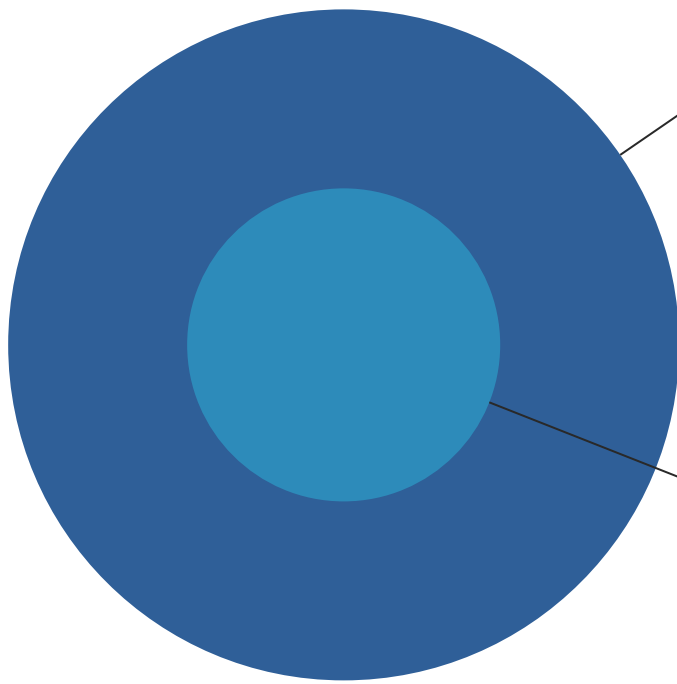




# Product Strategy vs North Star Framework



## Product Strategy

- Market (people's problems)
- Constraints (e.g., geography)
- Value proposition
- Relative costs
- Tradeoffs
- Growth
- Can't/Won't
- Key Metrics

## North Star Constellation

- North Star Metric
- Input Metrics
- Customer value-focused

More: [Product Vision vs Strategy vs Goals vs Roadmap: The Advanced Edition](https://www.productcompass.pm)

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