Product Commercialization Checklist

Use before committing to launch. Record evidence, ownership, and unresolved risks.

Customer and proposition

Target user, buyer, problem, and current alternative:

Promised outcome, point of difference, and supporting evidence:

Channel and delivery

Route to market, partner roles, and purchase process:

Implementation, support, dependencies, and responsible owners:

Commercial economics

Net revenue and incremental product, distribution, and service costs:

Critical assumptions, downside cases, and capacity tradeoffs:

Launch decision

Readiness criteria, open risks, owner, and decision date:

Evidence and review trigger to expand, revise, or stop: