

Go-to-Market Roadmap

Visualize each phase of your go-to-market strategy, align key activities across teams, and set clear milestones to drive a successful launch.



		Q1	Q2	Q3	Q4
1	Key Question What are you trying to accomplish?				
2	Focus Clarify desired outcomes and objectives for this stage.				
3	Inputs and Tasks Describe the tasks needed to accomplish the goal, answer key questions and define focus.				
4	Outcomes and Goals What does successfully accomplishing the tasks look like for this stage? Think of measurements!				
5	Timeframe What's the proposed period of time to accomplish this?				
6	Roles and Responsibilities Who is responsible for what during this period?				