

The 15 gate questions

Run before committing resources to a new offering or a new market.

From "The unanimous launch review is a strategic warning sign" · An analysis at ComplexDiscovery.com

ON STRATEGY

- 01 Can the team state the launch objective in one sentence?
- 02 Has the market's center of gravity been identified with evidence?
- 03 Are stop criteria written down with a named owner?

ON POSITIONING

- 04 Has an honest capability audit separated product truth from roadmap narrative?
- 05 Is there a response playbook for each likely incumbent counter?
- 06 Is the intelligence function of win-loss and churn analysis actually running?

ON THE ADOPTION CURVE

- 07 Which buyer population is purchasing today?
- 08 What evidence will the next population demand?
- 09 Is a whole product plan written for the pragmatist segment?

ON LIFECYCLE

- 10 Are stage gates tied to evidence?
- 11 Is the minimum sellable offering complete, including security and compliance artifacts?
- 12 Does a sunset and migration policy exist for every offering in the portfolio?

ON THE ROOM ITSELF

- 13 Who was in it?
- 14 Who was not?
- 15 Did the agreement come too easily?