

PRODUCT MANAGEMENT ROADMAP

STAGE 1

Research

To gain the idea about all the market landscapes, entry barriers if any, Current Competition, Any Unexplored space.

STAGE 3

Commercial Viability

With the product specifications we will explore commercial edges. Micro & Macro economics, Profit Achievability, Break even etc.

STAGE 2

Product Idea

We will design the product as per our inputs from Stage 1 keeping it Customer Centric & Scalable too.

STAGE 4

Go To Market Approach

What's the best way to take this product to market, Who should be the target & what will be the final offering