

Go-to-market strategy plan

Product

Mission statement

Target market

Ideal consumer	Their pain points
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Value proposition

Problem	Our solution

Customer personas

Persona 1	Persona 2
Persona 3	Persona 4

Competitor analysis

Competitor	Product	Strength	Weakness

SWOT analysis

Strengths	Weaknesses
Opportunities	Threats

Product strategy

Pricing

Payment

Promotion

Marketing strategy

Channels	Strategy

Notes

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Goals

Goal	Method

Improvements

Improvements	Method