

# Product Vision Framework

This is a short framework meant to help align teams around high level product goals.

I'll use my Growth Minded company here with example data - replace with your own.

Questions? Email [craig@growthminded.co](mailto:craig@growthminded.co) or visit [growthminded.co](https://growthminded.co)

# Long term vision

This is where you define the high level goals of the company. For example, mine are:

1. Become a \$10M company within 5 years
2. Be the #1 training curriculum for growth marketers that makes them better at their jobs
3. Move into the product management and brand space and replicate #1
4. Build a SaaS platform that provides tools needed for 1&2

# Vision pathway

From a 10,000 foot view, how do you get to your vision?

1. Launch free content modules that provide significant value to growth marketers leading to demand for a paid model
2. Launch & scale paid curriculum for growth marketing
3. Launch free content modules that provide significant value to product managers leading to demand for a paid model
4. Launch & scale paid curriculum for product management
5. Launch v1 of SaaS platform

# Vision Scorecard

How do you rate your progress towards your vision?

Theme	Status	Goal
Launch free content modules for growth marketers	Verified, demand met	Validate demand exists for paid model
Launch & scale paid curriculum for growth marketing	Somewhat verified & monetized - need more time, current focus	Establish baseline conversion % from free to paid
Launch free content modules for PMs	Unverified, in progress	Validate theme with early blog posts and LinkedIn thought leadership
Launch & scale paid curriculum for PMs	Not verified, not started	Validate that free PM users will upgrade
Launch v1 of SaaS platform	Future state theme est. 2022	Validate theme and revenue via experiments

# Vision Critical Path Hypothesis

What hypothesis do we need to prove to support our long term vision?

- That we can generate interest in the product mgmt track
- That we can convert a TBD % of free to paid PMs
- That we can scale our growth marketing curriculum (private beta live now)
- That we can establish product ideas for our SaaS product

# How we get to \$10M

How do we get to our revenue target?

Year ARR	1	2	3	4	5
Growth	\$250,000	\$750,000	\$2,000,000	\$3,500,000	\$5,000,000
Product Mgmt	\$0	\$250,000	\$750,000	\$2,000,000	\$3,500,000
SaaS	\$0	\$100,000	\$250,000	\$750,000	\$1,500,000
Total	\$250,000	\$1,100,000	\$3,000,000	\$6,250,000	\$10,000,000

# Key metrics

Inputs to the model that make it work at scale

	<b>Growth &amp; Product</b>	<b>SaaS</b>
<b>Growth</b>	100 students / mo	10% MoM Growth
<b>Revenue</b>	\$1,000/student	\$1000/mo sub avg. cost
<b>Retention</b>	25% convert to additional module(s)	10% / mo. cancel (churn)

# Themes, Metrics, Features & Experiments

Theme	Key Metric	Features / Experiments (ideas)
Launch & scale paid curriculum for growth marketing	% of free users who sign up for paid course	Content tests (financial, growth model) Model tests (live vs recorded) Price tests (\$1k vs lower, higher)
Launch free content modules for PMs	# of users per month who read content, % growth MoM of this base	Syndicate deal with Product School Launch Product Academy free 4 week course LinkedIn thought leadership
Launch & scale paid curriculum for PMs	% of free users who sign up for paid course	Content tests (growth PM, Scrum VS Kanban) Model tests (live vs recorded) Price tests (\$1k vs lower, higher)
Launch v1 of SaaS platform	10% of users in courses purchase SaaS platform	Conduct user interviews with >100 users Determine initial feature set to launch MVP on Determine price points - A/B test 4 options



# Quarterly Roadmap Plan

Theme	Q4-20	Q1-21	Q2-21	Q3-21
Launch & scale paid curriculum for growth marketing	Content tests (financial, growth model)	Content tests (financial, growth model, other) Model tests (live vs recorded)	Model tests (live vs recorded)	Price tests (\$1k vs lower, higher)
Launch free content modules for PMs	LinkedIn thought leadership	LinkedIn thought leadership Google paid ads (traffic gauge)	Launch Product Academy free 4 week course	Syndicate deal with Product School
Launch & scale paid curriculum for PMs	Content tests (growth PM, Scrum VS Kanban)	Content tests (growth PM, Scrum VS Kanban) Model tests (live vs recorded)	Price tests (\$1k vs lower, higher)	Price tests (\$1k vs lower, higher)
Launch v1 of SaaS platform	Conduct user interviews with >100 users	Conduct user interviews with >100 users	Generate idea list from qualitative inputs	Determine initial feature set to launch MVP on