FOUNDERS · CHECKLIST

Roadmap signals scorecard

Open your roadmap next to this sheet. Two or more “present” marks is worth a proper look.

#	Signal	Clear	Unsure	Present
1	Top items came from the loudest customer or investor			
2	Nobody can say what success looks like for each item			
3	Usage data and the plan disagree			
4	Big bets with no small test first			
5	The plan only ever grows; nothing is dropped			
6	Engineering and sales tell different stories about priorities			

Mark up each item

Roadmap item	Keep	Move	Drop	Test first	Why

Want a second pair of eyes?

Scored more than two? I’ll go through your roadmap item by item and give a reason for every change. Email alex@revarc.ai or visit revarc.ai/contact.