SDI ScienceDocs Inc.
Research • Funding • AI Strategy • Est. 2004

Go-to-Market Plan Template

A practical ScienceDocs planning worksheet for translating a validated product, technology, service, platform, or university spinout concept into a focused market-entry plan.

How to use this tool: Use this template to define target customers, value proposition, positioning, launch channels, sales motion, partner strategy, evidence needs, milestones, metrics, risks, and next actions. It is intended for startups, SBIR/STTR teams, university spinouts, commercialization groups, AI/technology organizations, and companies preparing for pilot-to-market or grant-to-market transitions.

1. Go-to-Market Snapshot

Field	Response
Organization / team	
Product, service, technology, or platform	
Primary market-entry objective	Customer acquisition / pilot conversion / partner launch / investor readiness / grant-to-market transition / other
Target launch or market-entry date	
Primary owner	
Core team members	
Current stage	Concept / validation / pilot / launch preparation / early sales / scale-up
Most important success measure	

2. Target Market and Customer Segments

Segment	Primary problem / need	Buyer role	User role	Priority level	Evidence available
Segment 1				High / Medium / Low	
Segment 2				High / Medium / Low	
Segment 3				High / Medium / Low	
Segment 4				High / Medium / Low	

3. Customer Problem and Value Proposition

Planning question	Response
What problem, bottleneck, risk, unmet need, or opportunity does this offering address?	
Who experiences the problem most directly?	
Who controls budget, purchasing, adoption, or approval?	
What is the cost of inaction for the customer or stakeholder?	
What specific outcome does the offering help produce?	
Why is now the right time for this solution?	

Value proposition statement draft	Notes / revision needed
For [target customer], who needs [problem/outcome], our [product/service/technology] provides [specific benefit] by [differentiated capability], unlike [alternative/workaround].	

4. Positioning and Differentiation

Competitor / alternative / workaround	Customer uses it for	Strengths	Weaknesses / gaps	Our differentiation
Alternative 1				
Alternative 2				
Alternative 3				
Alternative 4				

5. Market Evidence and Readiness Checks

Done?	Planning item	Notes / evidence	Owner
[ ]	The target customer segment has been narrowed enough to support focused outreach and messaging.		
[ ]	Customer discovery, stakeholder interviews, market research, pilot findings, or sales conversations support the stated problem.		
[ ]	The team understands current alternatives, workarounds, incumbent vendors, and internal processes customers use today.		
[ ]	The team has identified likely buying triggers, adoption barriers, and decision criteria.		
[ ]	The offering can be explained in plain language to both users and buyers.		
[ ]	The strongest claims in marketing and sales materials are supported by evidence.		

6. Route to Market

Channel / route	Target audience	Why this channel fits	Resources needed	First test action	Owner
Direct sales / founder-led outreach					
University / institutional relationships					
Strategic partners / distributors					
Grant-funded pilots / SBIR/STTR transition					
Digital content / website / inbound					
Conferences / associations / networks					

7. Messaging, Proof Points, and Launch Content

Asset / message	Purpose	Current status	Evidence or input needed	Owner / due date
One-sentence positioning statement		Not started / Draft / Ready		
Website or landing page copy		Not started / Draft / Ready		
Pitch deck / overview deck		Not started / Draft / Ready		
Case study, pilot brief, or evidence summary		Not started / Draft / Ready		
Email or LinkedIn outreach message		Not started / Draft / Ready		
FAQ / objection handling document		Not started / Draft / Ready		

8. Pricing, Packaging, and Commercial Model

Commercial assumption	Current hypothesis	Evidence needed	Risk level	Next step
Pricing model	Fixed fee / subscription / usage / services / license / hybrid		High / Med / Low	
Target price range			High / Med / Low	
Initial package / offer			High / Med / Low	
Contracting or procurement requirements			High / Med / Low	
Implementation or onboarding costs			High / Med / Low	
Renewal, expansion, or follow-on model			High / Med / Low	

9. Sales, Partnership, and Adoption Plan

Activity	Target / volume	Message or offer	Expected outcome	Metric	Owner
Customer outreach					
Partner outreach					
Pilot conversion					
Investor / funder communication					
Internal adoption or change management					

10. Launch Milestones and 90-Day Action Plan

Milestone	Target date	Dependencies	Success measure	Owner	Status
Finalize target segment and value proposition					
Complete evidence and proof-point package					
Finalize launch content and outreach assets					
Start customer / partner outreach					
Run first launch or channel test					
Review results and refine go-to-market plan					

11. Risks, Assumptions, and Mitigation Plan

Risk / assumption	Why it matters	Signal to monitor	Mitigation action	Owner
Target customer may not feel enough urgency				
Buyer and user priorities may differ				
Evidence may not support the strongest claims				
Sales cycle may be longer than expected				
Implementation burden may slow adoption				
Pricing or reimbursement assumptions may be wrong				

12. Go / No-Go Review

Decision area	Green / Yellow / Red	Rationale	Action before launch
Customer segment clarity			
Problem and value proposition evidence			
Product / service readiness			
Messaging and sales content			
Pricing and commercial model			
Operational and support readiness			
Metrics and learning plan			

13. Notes and Follow-Up Actions

Action item	Owner	Due date	Priority	Notes
			High / Med / Low	
			High / Med / Low	

14. Using This Plan

Review question	Decision / note	Follow-up owner
What is the single most important segment or channel to test first?		
Which assumption would most weaken the go-to-market plan if wrong?		
What evidence should be collected before expanding launch activity?		
What message, offer, or channel should be tested in the next 30 days?		

ScienceDocs support: Need help applying this tool? ScienceDocs supports commercialization, change management, AI adoption, grant strategy, and operational optimization.