**Product Strategy Meeting**

|  |  |
| --- | --- |
| **Date** |  |
| **Meeting lead** |  |
| **Attendees** |  |
| **Purpose** | Define the objective of the meeting. |
| **Agenda** | * List key discussion items |

**Strategy overview**

**Foundation**

* Review current vision, business model, and positioning

**Market**

* Review market landscape, competitor analysis, and new customer research

**Goal review**

|  |  |  |  |
| --- | --- | --- | --- |
| **Product goal** | **Time frame** | **Success metric** | **Progress** |
| *Example: Increase new customers* | *12 months* | *+20 percent new customers* | *+15 percent* |
|  |  |  |  |
|  |  |  |  |

**Initiatives review**

|  |  |  |
| --- | --- | --- |
| **Product goal** | **Product initiatives** | **Key features** |
| *Example: Increase new customers* | * *Enhance mobile application* | * *Custom themes* * *Push notifications* |
|  |  |  |
|  |  |  |

**Performance metrics review**

|  |  |  |
| --- | --- | --- |
| **Product metric** | **Target** | **Current** |
| *Example: Daily active users* | *1,000* | *1,253* |
|  |  |  |
|  |  |  |

**Financial review**

* Include or link to relevant financial performance data.

**Roadmap review**

* Include or link to current roadmap views.

**Discussion**

**Business needs and challenges**



**Future areas of investment to consider**



**Open questions**



**New and refined goals**

|  |  |  |
| --- | --- | --- |
| **Product goal** | **Time frame** | **Success metric** |
|  |  |  |
|  |  |  |
|  |  |  |

**Action items**

|  |  |  |
| --- | --- | --- |
| **Description** | **Person responsible** | **Due date** |
|  |  |  |
|  |  |  |
|  |  |  |