Gate 1: Validation approval Checklist

Product name: _____

Product owner: _____

Business unit Head: _____

1 Strategy alignment	Does the idea align with the organisational investment thesis / strategy?	❑ Yes	❑ No
2 End User definition	Have they defined the end user?	❑ Yes	❑ No
3 End User challenge	Have they defined the end user problem or opportunity clearly?	❑ Yes	❑ No
4 End User benefit	Have they described the most important end user benefit?	❑ Yes	❑ No
5 End User experience	Have they described the end user experience?	❑ Yes	❑ No
6 End User evidence	Do they have evidence that the end user wants / needs the product or service?	❑ Yes	❑ No
7 Revenue potential	Have they defined the revenue potential revenue of the product or service?	❑ Yes	❑ No
8 End User questions	Do they have answers to all the questions end user will ask about the product or service?	❑ Yes	❑ No
9 Project questions	Do they have answers to all the project questions internal stakeholders will ask?	❑ Yes	❑ No
10 Validation questions	Do they have answers to all the questions about the validation stage of the project?	❑ Yes	❑ No