

XYZ FY25 strategy (illustrative)

Problem and opportunity statement:

<Seller> Job to be done: xx

- Supporting evidence 1:
- Supporting evidence 2:

<Buyer> job to be done: xx

- Supporting evidence 1:
- Supporting evidence 2:

Why now?: Size and timeliness of the opportunity

Lessons learnt/key insights:

(1) Xxx

- Supporting evidence: xx
- More supporting evidence: xx

Hypothesis 1: xx

(2) Xxx

- How we know this: xx
- Key implication: xx

Hypothesis 2: xx

Success metrics:

<Some commentary on why we chose these metrics>

- True north:
- Signpost:
- Guardrail:

Product principles:

- Organization wide principle 1: <Implication>
- Organization wide principle 2: <Implication>
- Initiative specific principle 1: <Implication>

Strategy and roadmap: <Link to design vision>

	Pillar 1 (flowing from hypothesis 1)	Pillar 2 (flowing from hypothesis 1)
What we will do	Initiative 1 (Q2) +10% <i>signpost metric</i> <Description> Initiative 2 (Q3) +5% <i>signpost metric</i> <Description>	Initiative 3 (Q3) <i>Foundational investment</i> <Description> Initiative 4 (Q4) +4% <i>signpost metric</i> <Description>
What we will explore	Idea 1 (Q3) Idea 2 (Q4)	Idea 3 (exploring now) Idea 2 (Q2)
What we will not do	<Initiative> <Initiative>	<Initiative> <Initiative>

Risks:

- Xx
- Xx

Appendix

I. FAQs

(1) Question

Answer

(2) Question

Answer