

# Product Strategy Template from Ramp

*This template serves to outline a clear and crisp (1-2 pages tops) strategy document for each pod that will govern the near term roadmap. This document defines the goals of the team, justifies how achieving this goal will help us grow, and outlines the priorities of the team to achieve them.*

- 1. **Goal** → What do you want to see in the world?
- 1. **Hypothesis** → Why do you think this will work?
- 2. **Right to win** → Why are we uniquely positioned to do this?
- 3. **Metric** → How will you measure that it does?
- 4. **Initiatives** → What do we need to do to reach the goal?
- 5. **Risks** → Why would we fail & what should we do about it?
- 6. **Long Term outcomes** → How will this work compound?

## Goal

*Define your team’s purpose & north star metric.*

## Hypothesis

*Explain your hypothesis for how we reach our goal - this is the strategy*

## Right to win

*Why do you think we are uniquely positioned to accomplish this goal vs. everyone else*

## Metrics

*Link to dashboards. Limit to 3 metrics tops. Define the metric, the value, and commentary on the status (red/yellow/green)*

## Initiatives

*Define a prioritized list of initiatives to achieve these goals. Limit to 3-4 initiatives per goal*

Goal	Initiatives(s)

## Key Risks

Key Risk	Mitigant(s)

## Long Term Outcomes

*What are the long term outcomes that will build on top of this work for our competitive advantage in the market?*

## Further Reading

*Links*

*We hope this template is useful for you and your teams. If you have any input please DM me @geoffintech. We're always on the lookout for incredible talent - check out our [jobs board](#). Ty*