

MedTech Go-to-Market Readiness Checklist

Your roadmap to reduce launch risk,
win early adopters, and scale with confidence



Strategic Foundations

- ☐ Mission and vision statements are clear and aligned with product strategy
- ☐ You've defined the "why now" — clear rationale for market timing
- ☐ Reimbursement strategy is mapped (CPT codes, DRGs, value props)
- ☐ Clinical evidence needs are scoped and timeline is aligned with GTM

Ideal Customer Profile (ICP)

- ☐ Primary buyer personas defined (e.g. hospital admin, specialist, procurement)
- ☐ End users identified (e.g. surgeons, nurses, patients)
- ☐ Buying journey mapped (awareness → evaluation → procurement → retention)
- ☐ Pain points documented per persona
- ☐ Stakeholder motivators: financial, operational, clinical, emotional

Messaging & Positioning

- ☐ Value proposition clearly answers: "Why us?" and "Why now?"
- ☐ Clinical benefits translated into operational and financial outcomes
- ☐ Differentiators clearly articulated vs. status quo and competitors
- ☐ Pitch deck and executive summary tailored to multiple audiences
- ☐ Website and marketing materials are aligned and simple to understand

Channel & Campaign Readiness

- ☐ GTM channels prioritized: Inbound (content), Outbound (sales), Partner (distributors/KOLs), Direct-to-clinician
- ☐ Pilots or small-scale campaigns planned and funded
- ☐ Case studies, testimonials, or clinician quotes ready or in progress
- ☐ Events, webinars, or conference plans mapped
- ☐ Email, social, and/or paid campaigns scheduled with metrics

Feedback & Iteration Process

- ☐ Plan in place for capturing feedback from sales calls, pilots, demos
- ☐ Process for logging objections, questions, friction points
- ☐ Messaging/collateral updated based on real-world insights
- ☐ Customer advisory board or KOL group established (even informally)
- ☐ Product roadmap includes GTM insights (e.g. onboarding, UX, EHR integrations)

Commercial Team Setup

- ☐ Fractional or full-time marketing leadership in place
- ☐ Roles defined for marketing, sales, customer success, and support
- ☐ Sales playbook developed (target accounts, outreach scripts, email templates)
- ☐ CRM and lead-tracking software operational
- ☐ Clear KPIs for commercial team: MQLs, SQLs, conversions, CAC, retention

Budget & Burn Awareness

- ☐ Budget allocated by GTM phase (awareness, conversion, onboarding, retention)
- ☐ Benchmarks established for marketing spend vs. ROI
- ☐ Compensation plan aligned with growth goals and runway
- ☐ Clear decision points for moving from contractors to full-time hires
- ☐ Contingency plan if a channel doesn't convert as expected

Investor & Internal Alignment

- ☐ GTM goals aligned with board/investor expectations
- ☐ Metrics tracked and reported consistently (dashboards, updates)
- ☐ Storyline ready for the next raise (traction, milestones, learnings)
- ☐ Internal team aligned around GTM priorities and messaging
- ☐ Handoff between R&D → Commercial team is defined and documented



Launch Plan

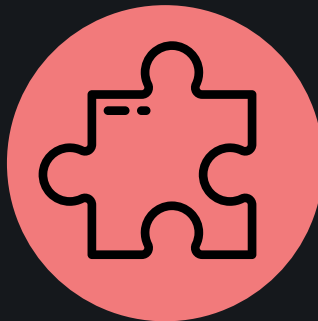
- ☐ Soft launch/pilot roadmap in place (with dates, audiences, goals)
- ☐ Post-launch support plan: onboarding, customer success, training
- ☐ Contingency plans for low adoption or pushback
- ☐ Launch success metrics defined (e.g. X customers in 6 months, X revenue)
- ☐ First 90 days post-launch are fully mapped, team aligned

Are You GTM Ready?



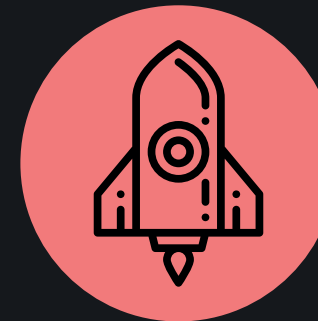
<30 boxes checked

Prioritize structure before spending



30–44 boxes checked

Strategic gaps remain



45–60 boxes checked

Ready to scale