



10-Point Product Readiness Checklist

EXECUTIVE DIAGNOSTIC OBJECTIVE:

Use this audit before committing engineering sprints to an MVP, major workflow, or new product release.
Benchmark: Target score of 8+/10 is recommended before allocating production engineering budget.

PART I • STRATEGIC SCOPE & BOUNDARIES

☐ 01. Single Primary Outcome Defined

There is one explicit commercial and user outcome defined for this release - not four competing priorities.
Every engineer and stakeholder can state the primary delivery goal in one clear sentence.

☐ 02. Validated User Pain Substantiated

At least 5 direct user or customer discovery conversations substantiate that this problem is urgent and painful.
Documented with real user quotes, workflows, and evidence - not founder intuition.

☐ 03. Explicit Out-of-Scope Boundaries

The team has explicitly written down what will NOT be built in this release, protecting engineering velocity from creeping scope, speculative edge features, and unnecessary third-party integrations.

☐ 04. Definition of Ready (DoR) Established

Developers have complete user stories with business logic, acceptance criteria, and edge cases mapped before tickets are pulled into active sprint planning - eliminating mid-sprint requirement improvisation.

☐ 05. Edge Cases & Error States Mapped

Empty states, timeouts, permission models, validation rules, and error handling are specified in the PRD rather than left to developers to guess during code implementation.



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PART II: FEASIBILITY, QUALITY & DELIVERY CADENCE

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☐ 06. Technical Feasibility Pre-Aligned

The engineering lead has reviewed and approved data models, API contracts, third-party limits, and dependencies before sprint commitment, preventing architectural dead-ends.

☐ 07. Success Metrics Instrumentable

Core telemetry events and activation funnels are defined in the PRD so the team can objectively measure user adoption and retention within 48 hours of release.

☐ 08. Core User Loop Prioritized

The critical activation path or primary value-generating transaction is built and end-to-end verified before any secondary configuration screens, settings panels, or nice-to-have features.

☐ 09. Test & Acceptance Scenarios Documented

QA test scenarios and acceptance criteria are documented in advance so developers and testers verify against an objective specification, eliminating defect churn and QA ping-pong.

☐ 10. Predictable Operating Rhythm

Sprint planning, backlog refinement, and delivery reviews occur on a disciplined, predictable cadence without constant fire-fighting, midnight hotfixes, or emergency requirement scrambles.

READINESS SCORE EVALUATION & RECOMMENDED ACTION:

[9 - 10] HIGH READINESS:	Low rework risk. Scope is tight and buildable. Proceed directly into sprints.
[7 - 8] MODERATE READINESS:	Tighten edge cases, acceptance criteria, and technical feasibility before coding.
[< 7] HIGH REWORK RISK:	High specification churn risk. Run a 2-Week Clarity Sprint before spending budget.

FOUNDER & PRODUCT LEADERSHIP ENGAGEMENT

Need hands-on product leadership to unblock delivery?

Work directly with Karina Mashkantseva • Casta Product

Hands-on fractional product manager and owner for AI, fintech, and digital teams.

I work directly with founders to clarify priorities, strengthen requirements, and ship momentum.

- 2-Week Product Clarity Sprint

- 4-Week Delivery Setup Sprint

- Fractional Product Owner

Online booking connects directly to live availability on Google Meet:

Schedule 30-Min Strategy Call: casta-product.com/#calendar-view ->

CET / EET / GMT • Thessaloniki, GR • Direct contact: hello@casta-product.com

Confidential evaluation • Immediate calendar confirmation • No pitch deck required