

A launch-readiness checklist for SaaS products

Ten checks to run before a SaaS launch, each one learned on a real product. Tick them in order: before you build, before the switch-over, while you build, and after launch.

Before you build

- ☐ 01 **Agree success metrics and launch targets before you build.**
Without agreed targets, "launched" is the only measure you have.
AidNetwork
- ☐ 02 **Set usage goals at kickoff, alongside delivery goals.**
For example sessions, time on site and returning visitors, so the next round of work is driven by data.
SportsOnTV
- ☐ 03 **Write the business rules into one signed-off rulebook in week one.**
Every edge case (users per plan, limits, access) gets a single reference.
Mark Andrews Creative
- ☐ 04 **Taking over a project? Run a handover audit on day one.**
List every inherited decision, open question and assumption before changing anything.
AidNetwork

Before the switch-over

- ☐ 05 **Track the old system before you replace it.**
Analytics on the old system shows where people drop out, so you know what to fix first.
Find Your Calm
- ☐ 06 **Agree how the main result is measured, and over what window.**
Do it with the client before the switch-over, for a clean before-and-after comparison.
Find Your Calm
- ☐ 07 **Plan a switch-over with no gap.**
Test every path and move all the data before the switch, so the business keeps running.
Find Your Calm

While you build

- ☐ 08 **Build readiness checks into the plan from day one.**
Prove the critical parts (for example payroll and tax correctness, settings, onboarding) step by step.
SmartPeople
- ☐ 09 **If the product uses AI, build the test set on day one.**
Score every prompt change against a fixed set of test cases instead of judging output case by case.
LeanDeck

After launch

- ☐ 10 **Plan time to fix what real use shows you.**
The first weeks of real use show the gaps no plan did. Leave room to fix them fast.
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