Cynical PM Framework Reference

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Product Role	Go to Market	Development Priorities	Success Metrics
Acquisition	Solves a well-articulated **pain**. Sold **standalone** to new customers. Often exists in a well-understood, named product category. Easy for prospects to find on Google.	Feature completeness, especially for enterprise-focused products. Compelling demo. Leaning into core differentiators with an eye toward building and sustaining a moat in an area of strength.	Net New Customers Active Users Customer Acquisition Cost Revenue[2]
Retention	Discoverable from within core product, ideally self-serve. Free. Enhances value of core product. Could require upfront configuration to unlock long-term ROI. Fosters network effects.	Quality, stability. Customer-to-customer collaboration/sharing. Marketplaces. Extensibility and customization. In a nut: platform features. The more users invest in customization, the less likely they are to churn.	Churn Product/Portfolio-level Active Users Feature-level Active Users
Expansion	Cross-sold via self-serve or account managers. Possibly not available standalone.	Strong integration with core product. Self-serve adoption flows. Integration more valuable than being overall best-in-class. Low COGS.	Avg. Revenue Per Customer Avg. Gross Margin Per Customer