

# Early Adopter Program Planning Template



Courtesy of Advivo ICP



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Use this template to **plan, structure, and manage** your early adopter program effectively. This template is designed to help start-ups and innovators organize their strategy, communication, and feedback systems when working with early users of their MVP.

## EA PROGRAM - 6 STEPS

1

### Participant Selection

Who are your ideal early adopters?

2

### Offer & Incentives

What value are you offering in exchange for feedback?

3

### Onboarding Plan

How will you introduce early adopters to your MVP?

4

### Feedback Collection

What does your feedback loop look like?

5

### Success Metrics & Evaluation

How will you evaluate the program's success?

6

### Ongoing Relationship

How will you keep EAs informed after the program?





# A SPECIAL GIFT FOR YOU

Subscribers to *That Product Market Fit Guy* YouTube Podcast can claim a **complimentary discovery meeting** with Advivo ICP. Our experts will:

- **Assess** your idea
- **Demonstrate** how Galileo LIVE can reveal your optimal niche sub-market for early adoption
- **Research** Digital Data so you know how to beat competitors and attract organic search traffic of your ideal customers
- **Design** a Launch Formula tailored to your innovative product or service
- **Establish** next steps to proceed with your launch

## DON'T WAIT

**Claim your unfair advantage** with a complimentary Discovery Meeting at

[www.advivoicp.com](http://www.advivoicp.com)

Booked?

Now, get back to planning your  
**Early Adopter Program in 6 Steps:**



# 1 Early Adopter Participant Selection

Describe the ideal characteristics of your early adopter participants:



- Industry / Niche
- Company size (e.g. 5–25 employees)
- Willingness to provide feedback
- Innovation adoption mindset
- Fit with MVP capabilities



*How to define your ideal early adopter?*

Check out this article: <https://www.advivoicp.com/your-market-entry-strategy-is-wrong/>

## 2 Program Offer & Incentives

Describe what value you are offering to early adopters in return for their feedback:

- Access to the MVP
- Discounted future pricing
- Exclusive features or roadmap influence
- Recognition or co-branding

## 3 Onboarding Plan

How will you introduce early adopters to your MVP? Include details like:

- Intro Zoom or walkthrough session
- Access credentials or installation guide
- Slack/Notion/WhatsApp group link
- Onboarding checklist

# 4 Feedback Collection Process

Define your feedback loop structure:

- Weekly or biweekly check-ins?
- Use of record-keeper such as Typeform, Airtable, Notion, etc.
- Key questions: What job were you trying to do? Was it helpful? Where did it fail?

# 5 Success Metrics & Evaluation

Define how you will evaluate the success of your early adopter program:

- # of active participants
- % of participants who continue after MVP phase
- NPS or satisfaction score
- Insights applied to your **launch roadmap**

*Do you have a strong, flexible, accountable roadmap for launch?*

Minimise risk at every step with **The Launch Formula**, Advivo ICP's proven, science-backed method for disruptive innovation launches.



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<https://www.advivoicp.com/the-launch-formula/>

# 6 Communication & Updates Plan

Outline how you will keep early adopters informed:

- Biweekly email summaries
- New feature release notes
- Community Q&A sessions

Advivo ICP and *That Product Market Fit Guy's* Trevor Holmes wish you every success in your innovation launch. We are here for you at every step.

Contact us via our website, at [www.advivoicp.com](https://www.advivoicp.com)