

- MicroRapid MVP Launch Checklist
 - Pre-Launch Phase (2 Weeks Before)
 - Week 1: Content & Documentation
 - Documentation
 - Marketing Content
 - Week 2: Technical & Distribution
 - Package Distribution
 - Integrations
 - Community Setup
 - Launch Week
 - Day -2 (Friday before launch)
 - Day 0 (Monday - Soft Launch)
 - Day 2 (Wednesday - Main Launch)
 - Morning (8 AM EST)
 - Throughout the Day
 - Day 3-4 (Thursday-Friday)
 - Day 5 (Weekend)
 - Post-Launch (Week 2-4)
 - Week 2: Momentum Building
 - Week 3-4: Sustaining Growth
 - Success Metrics Tracking
 - Daily Metrics (First Week)
 - Weekly Metrics (First Month)
 - Monthly Metrics (Ongoing)
 - Launch Team Roles
 - Core Team
 - Support Roles
 - Emergency Procedures
 - Critical Issues
 - Communication Plan
 - Contingency Plans
 - If Low Adoption
 - If Overwhelming Success
 - If Competitive Response
 - Post-Launch Review
 - Week 1 Review
 - Month 1 Review

- [Quarterly Reviews](#)
- [Quick Reference](#)
 - [Launch Day Contacts](#)
 - [Key Links](#)
 - [Hashtags](#)

MicroRapid MVP Launch Checklist

Target Launch Date: [TBD - Recommend 2-4 weeks from completion of pre-launch tasks]

Launch Coordinator: [Assign owner]

Pre-Launch Phase (2 Weeks Before)

Week 1: Content & Documentation

Documentation

- ☐ **Quickstart Guide** (5-minute version)
 - ☐ Installation instructions (all platforms)
 - ☐ First API call example
 - ☐ Common use cases
 - ☐ Troubleshooting section
- ☐ **Video Tutorials**
 - ☐ 2-minute intro video (what is MicroRapid?)
 - ☐ 5-minute quickstart tutorial
 - ☐ 10-minute deep dive
 - ☐ 30-minute workshop recording
- ☐ **Example Repository**
 - ☐ 10+ OpenAPI spec examples
 - ☐ GraphQL examples
 - ☐ CI/CD integration examples

- ☐ Policy engine examples
- ☐ **Migration Guides**
 - ☐ "Migrating from Postman"
 - ☐ "Migrating from Insomnia"
 - ☐ "Migrating from cURL scripts"

Marketing Content

- ☐ **Website/Landing Page**
 - ☐ Clear value proposition
 - ☐ Feature comparison table
 - ☐ Installation instructions
 - ☐ Link to documentation
 - ☐ Community links
- ☐ **Blog Posts**
 - ☐ "Introducing MicroRapid" announcement
 - ☐ "MicroRapid vs Postman" comparison
 - ☐ "Why we built MicroRapid" story
 - ☐ "Security-first API testing" technical post
- ☐ **Social Media Assets**
 - ☐ Twitter/X account setup
 - ☐ LinkedIn company page
 - ☐ Dev.to account
 - ☐ Demo GIFs and screenshots
 - ☐ One-liner descriptions

Week 2: Technical & Distribution

Package Distribution

- ☐ **Homebrew** (macOS/Linux)
 - ☐ Create formula
 - ☐ Test installation

- ☐ Submit PR
- ☐ **Docker**
 - ☐ Create Dockerfile
 - ☐ Multi-arch builds (amd64, arm64)
 - ☐ Push to Docker Hub
 - ☐ Add docker-compose examples
- ☐ **npm Wrapper**
 - ☐ Create wrapper package
 - ☐ Test cross-platform
 - ☐ Publish to npm
- ☐ **GitHub Releases**
 - ☐ Automated release workflow
 - ☐ Binary builds for all platforms
 - ☐ Checksums and signatures
 - ☐ Release notes template

Integrations

- ☐ **GitHub Actions**
 - ☐ Create action
 - ☐ Usage examples
 - ☐ Publish to marketplace
- ☐ **GitLab CI**
 - ☐ Template creation
 - ☐ Documentation
 - ☐ Example pipeline
- ☐ **CI/CD Examples**
 - ☐ Jenkins pipeline
 - ☐ CircleCI config
 - ☐ Azure DevOps
 - ☐ Bitbucket Pipelines

Community Setup

- ☐ **Discord Server**
 - ☐ Channel structure
 - ☐ Roles and permissions
 - ☐ Welcome message
 - ☐ Community guidelines
 - ☐ Moderation bots
- ☐ **GitHub Community**
 - ☐ Enable Discussions
 - ☐ Issue templates
 - ☐ PR templates
 - ☐ Contributing guide
 - ☐ Code of Conduct
- ☐ **Analytics & Monitoring**
 - ☐ Google Analytics setup
 - ☐ Error tracking (Sentry)
 - ☐ Usage telemetry (opt-in)
 - ☐ Community metrics tracking

Launch Week

Day -2 (Friday before launch)

- ☐ Final testing of all distribution channels
- ☐ Team briefing and role assignment
- ☐ Prepare FAQ responses
- ☐ Schedule social media posts
- ☐ Alert early supporters

Day 0 (Monday - Soft Launch)

- ☐ Share with personal network

- ☐ Post in friendly communities
- ☐ Gather initial feedback
- ☐ Fix any critical issues
- ☐ Update documentation based on feedback

Day 2 (Wednesday - Main Launch)

Morning (8 AM EST)

- ☐ **Hacker News**
 - ☐ Submit "Show HN" post
 - ☐ Monitor comments
 - ☐ Respond promptly
 - ☐ Thank contributors
- ☐ **Product Hunt** (optional)
 - ☐ Prepare submission
 - ☐ Rally supporters
 - ☐ Engage with hunters

Throughout the Day

- ☐ **Reddit Posts**
 - ☐ r/programming
 - ☐ r/webdev
 - ☐ r/devops
 - ☐ r/opensource
 - ☐ Relevant specialized subs
- ☐ **Social Media**
 - ☐ Twitter/X announcement
 - ☐ LinkedIn post
 - ☐ Dev.to article
 - ☐ Mastodon (if applicable)
- ☐ **Developer Communities**

- ☐ Relevant Discord servers
- ☐ Slack communities
- ☐ Forums (Dev.to, Hashnode)
- ☐ Stack Overflow tag creation

Day 3-4 (Thursday-Friday)

- ☐ **Follow-up Activities**

- ☐ Thank early adopters
- ☐ Respond to feedback
- ☐ Fix reported issues
- ☐ Update documentation
- ☐ Share community posts

- ☐ **Influencer Outreach**

- ☐ Tweet at API experts
- ☐ Email newsletter authors
- ☐ Podcast pitch emails
- ☐ YouTube creator outreach

Day 5 (Weekend)

- ☐ **Week 1 Retrospective**

- ☐ Compile metrics
- ☐ Team debrief
- ☐ Plan week 2
- ☐ Celebrate milestones!

Post-Launch (Week 2-4)

Week 2: Momentum Building

- ☐ **Content Creation**

- ☐ User success stories
- ☐ Tutorial blog posts
- ☐ Comparison articles
- ☐ Use case examples
- ☐ **Community Engagement**
 - ☐ Daily Discord activity
 - ☐ GitHub issue triage
 - ☐ Feature request tracking
 - ☐ User interview scheduling
- ☐ **Partnerships**
 - ☐ Reach out to CI/CD platforms
 - ☐ Contact API tooling companies
 - ☐ Explore integration opportunities
 - ☐ Academic institution outreach

Week 3-4: Sustaining Growth

- ☐ **Feature Development**
 - ☐ Address top user requests
 - ☐ Fix reported bugs
 - ☐ Performance improvements
 - ☐ Documentation updates
- ☐ **Marketing Continuation**
 - ☐ Guest blog posts
 - ☐ Podcast appearances
 - ☐ Conference CFP submissions
 - ☐ Newsletter features
- ☐ **Metrics Review**
 - ☐ GitHub stars growth
 - ☐ Download statistics
 - ☐ Community engagement

- ☐ User feedback analysis
- ☐ Competitive monitoring

Success Metrics Tracking

Daily Metrics (First Week)

- ☐ GitHub stars
- ☐ Downloads/installs
- ☐ Discord members
- ☐ Website visitors
- ☐ Social media mentions

Weekly Metrics (First Month)

- ☐ Total users
- ☐ Active users
- ☐ Issue creation rate
- ☐ PR submissions
- ☐ Documentation views

Monthly Metrics (Ongoing)

- ☐ User retention
- ☐ Feature adoption
- ☐ Community growth
- ☐ Enterprise inquiries
- ☐ Revenue (if applicable)

Launch Team Roles

Core Team

- **Launch Lead:** Overall coordination

- **Technical Lead:** Handle technical issues
- **Community Manager:** Discord, GitHub, social
- **Content Creator:** Blog posts, tutorials
- **DevRel:** Outreach and partnerships

Support Roles

- **Documentation:** Real-time updates
- **QA:** Test installations, fix issues
- **Design:** Visual assets as needed
- **Analytics:** Track and report metrics

Emergency Procedures

Critical Issues

1. **Security Vulnerability**

- Immediate patch
- Security advisory
- Direct user notification
- Transparent communication

2. **Major Bug**

- Hotfix release
- Workaround documentation
- GitHub issue tracking
- Status page update

3. **Scalability Issues**

- Scale infrastructure
- Implement rate limiting
- Communicate limits
- Plan for growth

Communication Plan

- **Primary:** GitHub Issues
- **Real-time:** Discord
- **Updates:** Twitter/Blog
- **Email:** Security only

Contingency Plans

If Low Adoption

- Analyze feedback
- Adjust messaging
- Increase outreach
- Add key features
- Partner strategy

If Overwhelming Success

- Scale support
- Prioritize issues
- Expand team
- Cloud infrastructure
- Enterprise fast-track

If Competitive Response

- Accelerate roadmap
- Highlight differentiators
- Community building
- Partnership strategy
- Innovation focus

Post-Launch Review

Week 1 Review

- ☐ What worked well?
- ☐ What didn't work?
- ☐ User feedback themes
- ☐ Technical issues found
- ☐ Process improvements

Month 1 Review

- ☐ Achievement vs goals
- ☐ User satisfaction
- ☐ Community health
- ☐ Technical debt
- ☐ Strategic adjustments

Quarterly Reviews

- ☐ Market position
- ☐ Competitive landscape
- ☐ Product roadmap
- ☐ Team scaling
- ☐ Financial planning

Quick Reference

Launch Day Contacts

- Technical Issues: [Name/Contact]
- PR/Media: [Name/Contact]
- Community: [Name/Contact]
- Emergency: [Name/Contact]

Key Links

- Website: [URL]
- GitHub: <https://github.com/deepwissen/api-runtime>
- Discord: [Invite URL]
- Documentation: [URL]
- Status Page: [URL]

Hashtags

- #MicroRapid
- #APITesting
- #OpenAPI
- #DevTools
- #OpenSource

Remember: Launch is just the beginning. Focus on sustainable growth and community building.