

Marketplace Launch Checklist

Ostoya Digital Solutions
<https://www.digital.ostoya.co.uk/>

1. Market Research & Validation

- ☐ Identify your target audience and key competitors
- ☐ Define your marketplace niche and unique value proposition

2. Business Model & Legal

- ☐ Choose your revenue model (commission, listing fee, etc.)
- ☐ Set up company registration and tax information
- ☐ Draft marketplace Terms of Service and Privacy Policy

3. Platform Preparation

- ☐ Prepare your marketplace website/app (MVP or ready-made platform)
- ☐ Ensure mobile and desktop responsiveness
- ☐ Test user journeys: registration, listing, search, purchase

4. Payments & Operations

- ☐ Set up secure payment gateways (Stripe, PayPal, etc.)
- ☐ Configure payout options for sellers
- ☐ Plan order management & support workflows

5. Content & Listings

- ☐ Prepare high-quality product/service listings (titles, descriptions, images)
- ☐ Set up seller onboarding guides/resources

6. Trust & Safety

- ☐ Establish verification methods (email, phone, KYC as needed)
- ☐ Set up moderation and reporting tools
- ☐ Draft clear refund, dispute, and cancellation policies

7. Marketing & Growth

- ☐ Prepare launch announcement (email, social, PR)
- ☐ Plan initial marketing campaigns and referral programs
- ☐ Set up analytics tools to track signups, sales, and user activity

8. Ongoing Management

- ☐ Set up admin dashboards and reporting
 - ☐ Plan regular review of listings and seller performance
 - ☐ Collect user feedback and plan for feature updates
-

Powered by Ostoya Digital Solutions
<https://www.digital.ostoya.co.uk/>