

Product launch plan

Driver	Approver	Contributors	Informed	Status

Objective

Describe your goals for this launch and explain how you'll measure success ("We think this launch will lead to Y, and we'll know if that's true if Z")

Market research

Add market research, including info about the current state of the market, its trajectory, and demand for the product you're launching

Competitive analysis

Add information about your top competitors, including key differentiators, messaging strategies, tag lines, and feature comparisons

Success metrics

Goal	Metrics
e.g., Acquire new enterprise customers	e.g., Signups increase in the first quarter after launch

Target personas

Type of persona	Profile
Buy personas	Add info about your target persona or link to their profile
User personas	

Messaging & positioning

Product description

Write a short description of your product

Short positioning statement

Write a short (~25 words) positioning statement

Detailed positioning statement

Write a detailed (100 words or less) positioning statement

Top-line message	Value pillar 1	Value pillar 2	Value pillar 3
Product promise	Write a short paragraph on how your product delivers on this value pillar		
Customer pain points	Describe how this value pillar solves these pain points		
Product proof points	Explain how specific product features support this value pillar		

Pricing

Add pricing information for this product, including subscription options, packages and tiers, and rationale behind your pricing structure

Distribution channels & launch activities

Activity	Owner	Due date	Status	Notes
Internal comms				
e.g., Write a blog post to announce the launch				
PR				
e.g., Send press release to TechCrunch and WIRED				
Email				
Blog				

Social				

Support plan

Support contact	
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Task	Owner	Due date	Status	Notes
e.g., Create training deck				

Reference materials

Add links to relevant research and other key documents here

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