

Name of product

Our upcoming launch

Agenda

- Product overview
- Customer benefits
- Target audience
- Market context
- Partnerships
- Messaging and positioning
- Pricing and packaging
- Legal review
- Sales enablement
- List of assets

- Documentation
- Support
- Marketing strategy
- Community engagement
- Launch goals
- Engineering activities
- Launch timeline
- Next steps
- Q&A

What we're launching

- Brief overview of the product/feature.
- Highlight the core problem it solves.

**Product mockup
image to go here**

How it makes life better for our customers

Benefit 1



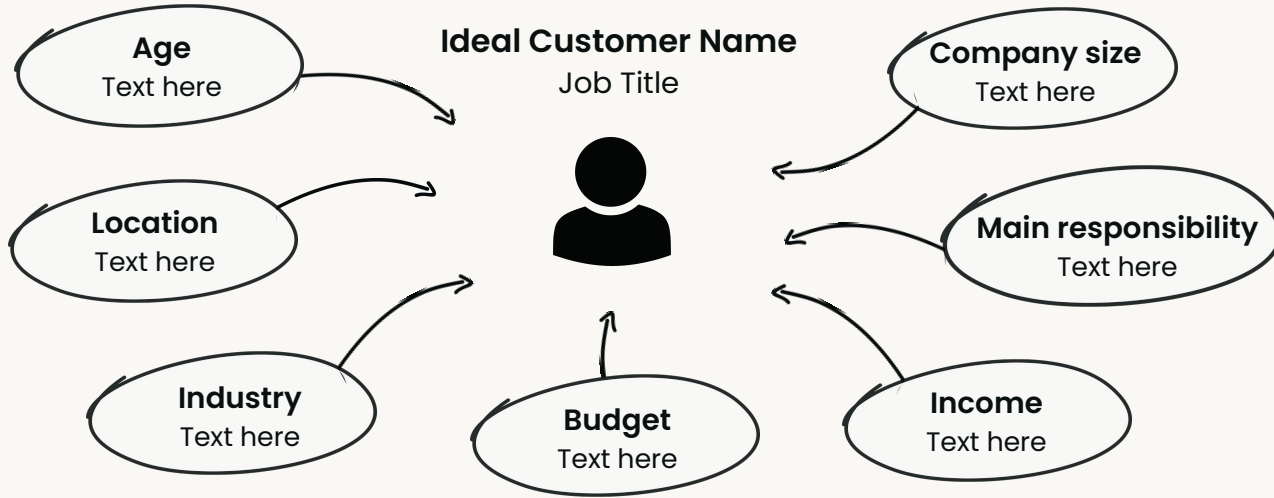
Benefit 2



Benefit 3



Who we're targeting



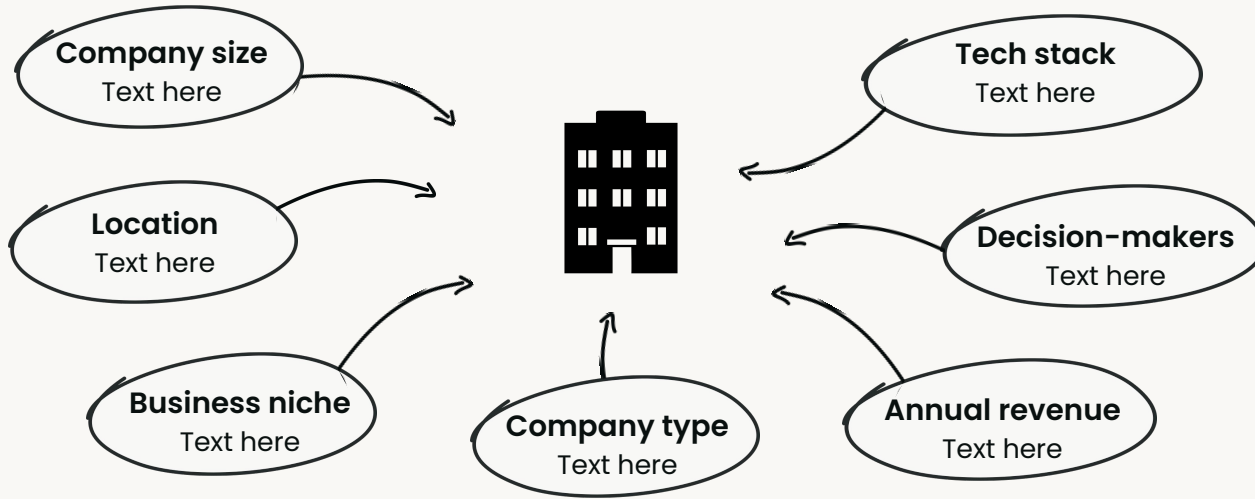
Ideal Customer Name
Job Title



Pain points
Text here

Benefits
Text here

Who we're targeting



Pain points
Text here

Additional information
Text here

What the market looks like

- **Size of the market**
(e.g., total addressable market)
- **Growth rate or trends**
(e.g., CAGR if applicable)
- **Key drivers influencing market demand**
 - Driver #1
 - Driver #2
 - Driver #3

Our competitors

Competitor 1

- Competitor strengths
- Competitor weaknesses
- Your differentiation and unique value in comparison

Competitor 2

- Competitor strengths
- Competitor weaknesses
- Your differentiation and unique value in comparison

Who's in our corner

Partner	Partnership type	Key activity or value
Partner name	E.g. Marketing/distribution	Text
Partner name	Text	Text
Partner name	Text	Text

Customer trends

- **Buying behaviors specific to the product category**
- **Emerging preferences or needs**
(e.g., focus on sustainability, tech-forward solutions, affordability)

Challenges

- Potential hurdles for market entry or adoption (e.g., high competition, regulatory concerns).

Opportunities

- Untapped opportunities your product is poised to address.

Our unique story

Positioning statement			
Messaging pillars	Pillar 1	Pillar 2	Pillar 3
Pain points	Customer problem 1	Customer problem 2	Customer problem 3
Product benefits	How does your product solve this problem?	How does your product solve this problem?	How does your product solve this problem?
Proof points	Back-up what you're saying with a snapshot of a real-life case study.	E.g., "Within 8 weeks of onboarding, John from Pretend PLC saved 10+ hours a month and increased his MRR by 11%."	If your personas have different pain points and requirements, you should have different proof points.

How we're pricing it

Pricing tier 1

- Features included
- Price
- Audience fit

Pricing tier 2

- Features included
- Price
- Audience fit

Pricing tier 3

- Features included
- Price
- Audience fit

How we're pricing it

- Pricing strategy and tiers (if applicable).
- Packaging options and their audience fit.
- How pricing compares to competitors.

Crossing the T's and dotting the I's

Intellectual property	Compliance	Contracts
Trademark registrations and patents	GDPR, CCPA, or other relevant regulations	Vendor agreements, partnership terms, and NDAs.
Text	Text	Text
Text	Text	Text

Equipping our sales team

Sales training

- E.g. workshops
- E.g. roleplay sessions



Key resources

- E.g. battlecards
- E.g. cheat sheets
- E.g. demo scripts
- E.g. pitch decks
- E.g. playbooks



Tools

E.g. CRM integrations



Our launch toolkit

Marketing collateral

E.g. Brochures, blogs, videos, and social posts.



Sales materials

E.g. Pitch decks, one-pagers, and FAQs.



Product documentation

E.g. User guides and release notes.



Documentation is key

Highlight critical documents for internal and external use:

- User manuals and onboarding materials.
- Training guides and FAQs.
- Technical specs and troubleshooting guides.

Indicate where these documents will be accessible (e.g., shared drives, intranet).

Supporting our customers

Define support channels:

- E.g. Live chat, email, help desk, self-serve FAQs.

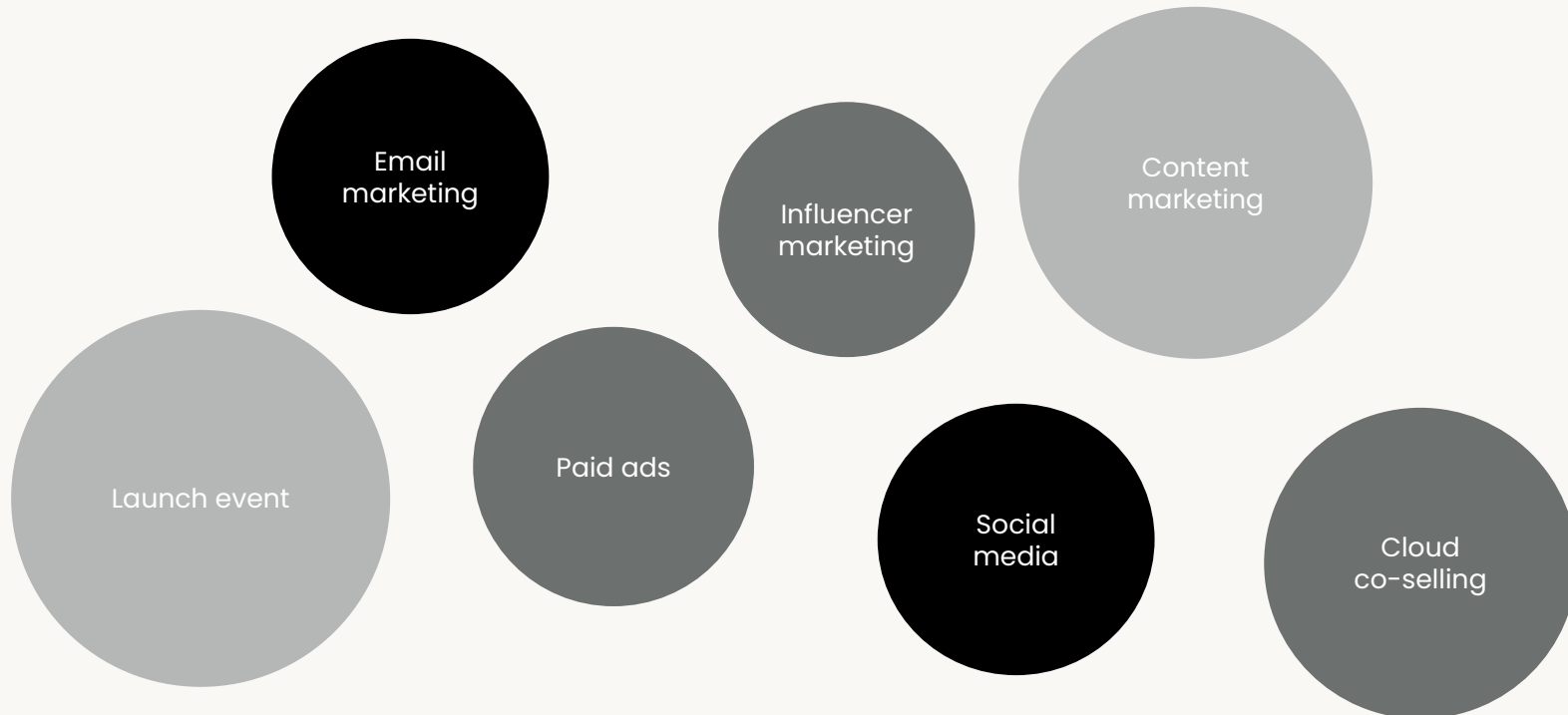
Set expectations:

- Response time goals, operating hours, support tiers.

Post-launch feedback mechanisms:

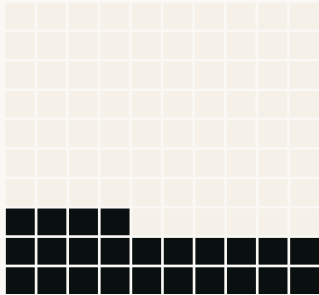
- E.g. Surveys, focus groups, direct input from customer success teams.

How we're getting the word out



What we're investing in

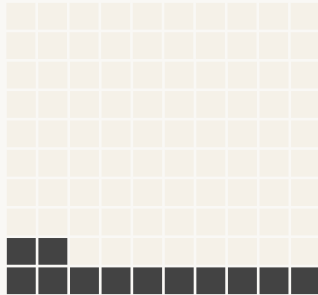
24%



Launch event

- Venue
- Staffing
- Catering

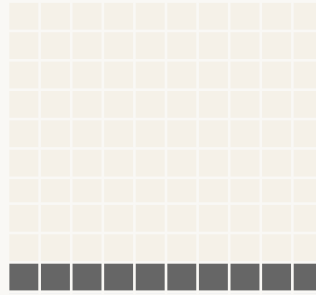
12%



Content marketing

- Sponsored content
- White papers
- eBooks
- Blog

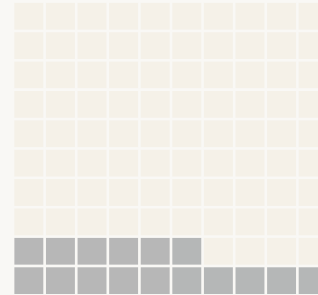
10%



Social media

- Facebook
- Instagram
- LinkedIn
- TikTok

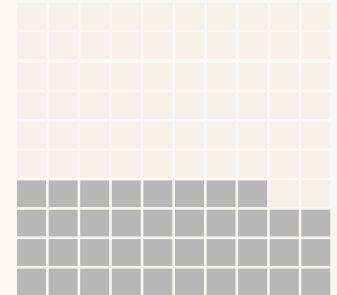
16%



Influencer marketing

- Agency fees
- Influencer packs

38%



Paid ads

- Google ads
- LinkedIn
- Subway ads

Engaging our community

Pre-launch

E.g. Teasers, exclusive previews, social media campaigns.

Launch day

E.g. Live events, webinars, AMAs (Ask Me Anything).

Ongoing

E.g. Community forums, loyalty programs, user-generated content campaigns.

What success looks like

Goal 1

Outline the goal and details on how it will be tracked, instrumentation to support it, and reports or dashboards to share progress.

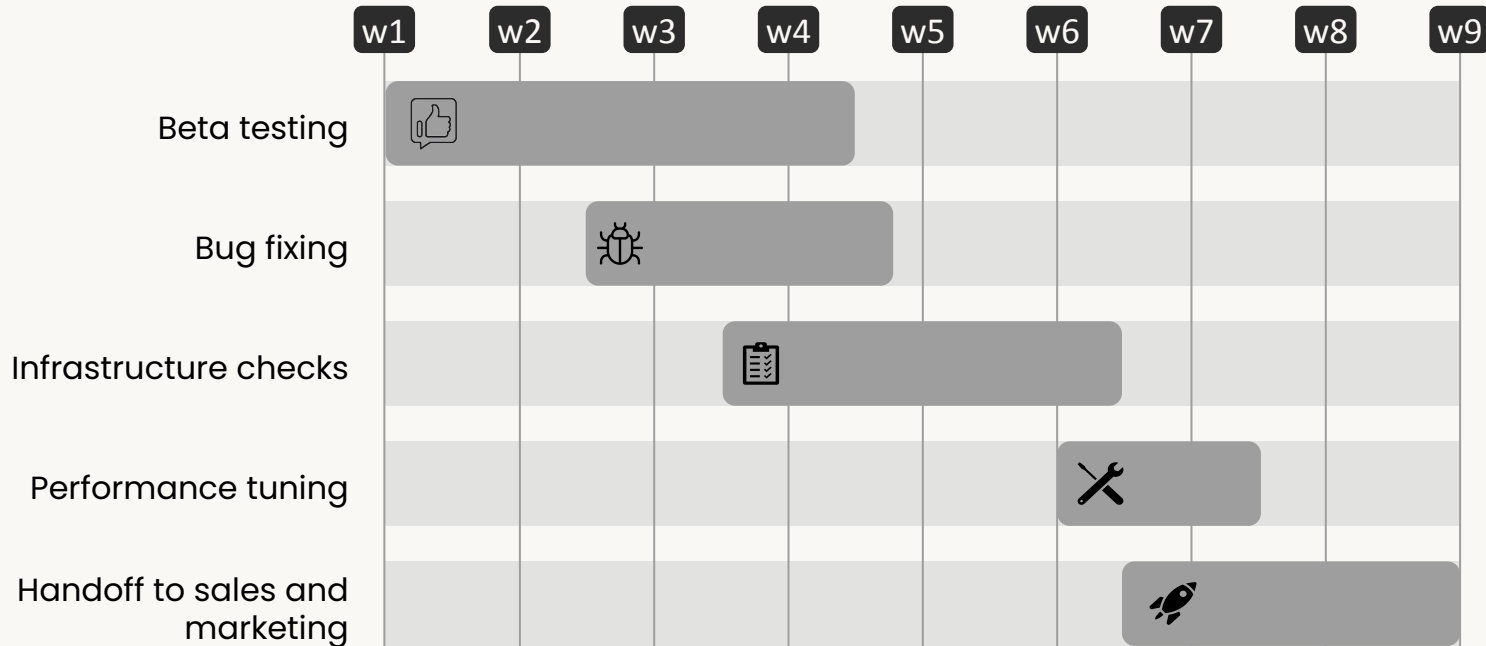
Goal 2

Outline the goal and details on how it will be tracked, instrumentation to support it, and reports or dashboards to share progress.

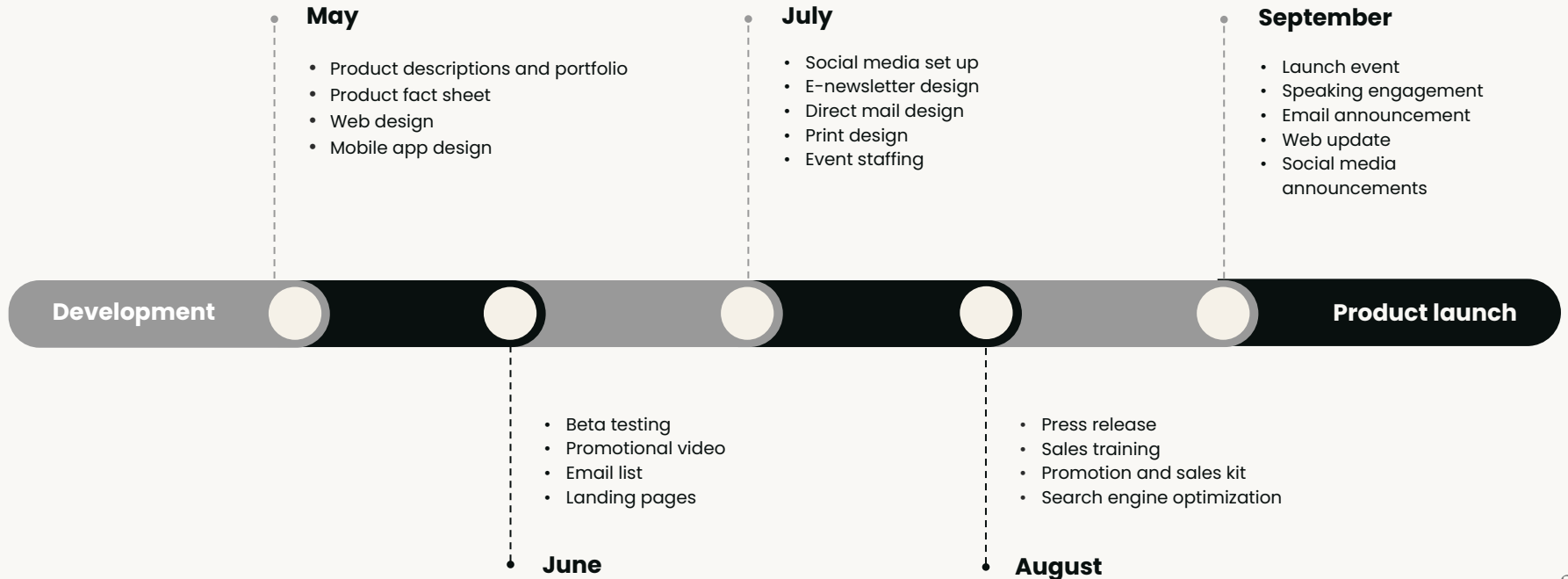
Goal 3

Outline the goal and details on how it will be tracked, instrumentation to support it, and reports or dashboards to share progress.

What engineering is working on



Our launch timeline



Let's make it happen!

Action item	Team(s) responsible	Deadline
Finalize product docs	Product	June
Book launch event venue	Events	July
Build marketing assets	Marketing and design	July



Thanks for listening!

Any questions?