Plan On a Page: CodeAssist AI Launch

Executive Sponsor: Laura Martinez, VP Product & Engineering

Project Lead: Kevin Zhang, Product Marketing Lead - Developer Tools

Project Manager: Olivia Brown

Vendor / Agency Details: N/A (in-house execution)

Internal Creative Team(s): In-house creative, Developer Advocacy team for demo content

D/I/N:

- **Decide:** Laura Martinez (Executive Sponsor), Kevin Zhang (Project Lead), Product Management
- **Input:** Engineering, Developer Relations, Sales Engineering, Regional PMM leads
- **Notify:** Customer Success, Support, Field Marketing, Partner Teams

G/R/L

Geography	Lead Name	Notes (Adopt/Adapt/Invent)
Global:	Kevin Zhang	**Creates** all product messaging, demo videos (English), technical documentation, launch webinar content, and developer tutorials. Global owns pricing/packaging messaging and GTM strategy. Produces 5-minute hero demo video and 3 deep-dive technical videos.
Regional:	Sophia Rossi (EMEA), Raj Malhotra (India), Chen Wei (China)	**Adapt** - Regional teams translate all content and adapt demos with region-relevant code examples. India adapts messaging to emphasize cost efficiency (popular in market). China team adapts for local IDE integrations (JetBrains popular). EMEA adjusts data privacy messaging for GDPR context. Each region records localized demo videos with regional developer advocates.
Local:	Country developer advocates	**Adopt** - Local teams adopt regional content as-is. Exception: Brazil creates additional Portuguese tutorial content due to strong developer community. Japan adds integration examples with local frameworks.

Marketing objectives: Support Q3 Product Innovation OKR: Drive 100K CodeAssist activations in first 60 days. Achieve 40% adoption rate among existing IDE users. Generate 25,000 qualified leads for enterprise AI offering.

Project description: Launch of CodeAssist AI, our intelligent code completion and generation tool integrated into popular IDEs. AI-powered feature helps developers write code faster with context-aware suggestions, automatic documentation, and bug detection. Available as freemium (individuals) and paid tier (teams/enterprise).

Audience: Primary: Professional software developers using VS Code, IntelliJ, or PyCharm (2M existing users in our ecosystem). They care about: productivity gains, code quality, learning new languages/frameworks faster. Secondary: Engineering managers at companies evaluating AI coding tools for their teams (budget authority, care about ROI and security).

Key messages:

1. Write code 10x faster with AI that understands your entire codebase
2. From idea to working code in seconds, not hours
3. Secure, enterprise-ready AI trained on permissively-licensed code only
4. Free for individuals, flexible plans for teams - start coding smarter today

Investment: $320K (product marketing: $120K, paid media: $150K, events/webinars: $50K) + 7 FTEs

Milestones | Key activities:

- August 1: Beta program launch (5,000 early access developers)
- August 15: Beta feedback incorporated, GA content production begins
- September 1: Regional translations complete
- September 10: GA launch (product live)
- September 10: Launch webinar (live demo + Q&A)
- September 11-13: Virtual developer workshop series (3 sessions)
- September 20: Mid-campaign optimization based on activation data
- October 10: Case study publication (3 enterprise early adopters)
- November 5: End of launch period, transition to BAU marketing

Risks / Blockers:

- Competitive launches from GitHub Copilot, Amazon CodeWhisperer (mitigation: emphasize our unique multi-IDE support and security features)
- Slower than expected activation rate (mitigation: reduce friction in onboarding, add more tutorials)
- Enterprise security concerns about AI code generation (mitigation: detailed security whitepaper, SOC 2 certification messaging)
- IDE extension approval delays (mitigation: started approval process 6 weeks early)

Activation Components:

- **Product-Led Growth:** In-app prompts for existing IDE users, freemium signup flow
- **Email Marketing:** 4-email campaign to 2M existing developer users, targeted by language/IDE
- **Developer Community:** GitHub README badges, Stack Overflow presence, Reddit AMA
- **Content Marketing:** Tutorial series (10 posts), comparison guides, video walkthroughs
- **Webinars:** Launch webinar (10K registrations target), weekly deep-dive sessions
- **Social Media:** LinkedIn, Twitter/X, Dev.to - demo videos, use cases, testimonials
- **Paid Search:** Google Ads targeting "AI code completion", "coding assistant" keywords
- **Display Advertising:** Programmatic on developer sites (Stack Overflow, Dev.to, GitHub)
- **Influencer Marketing:** 20 developer influencers with early access, content partnership
- **Partner Co-Marketing:** Joint campaigns with IDE vendors (JetBrains, Microsoft)

KPIs, Anticipated Impact & Measurement:

- **Activation:** 100,000 CodeAssist activations in first 60 days (tracked in product analytics)
- **Adoption Rate:** 40% of existing IDE users activate CodeAssist (target: 800K active users)
- **Conversion:** 8% conversion from free to paid (8,000 paid users)
- **Enterprise Pipeline:** 25,000 qualified enterprise leads, $15M pipeline
- **Engagement:** 60% WAU/MAU ratio (weekly active / monthly active users)
- **Product Metrics:** Average 25% code completion acceptance rate
- **Content Performance:** 200K tutorial views, 15K webinar attendees
- **Customer Satisfaction:** NPS 40+, 4.5+ star rating in IDE marketplaces
- **Viral Growth:** 15% viral coefficient (invites leading to activations)
- **Revenue Impact:** $500K MRR by end of Q4