**Profle title**

|  |  |
| --- | --- |
| **Driver** | **@ mention the driver** |
| **Approver** | @ approver |
| **Contributors** | @ contributors |
| **Informed Stakeholders** | @ stakeholders |
| **Status** | NOT STARTED / in progress / done |

Summarize key points, dates, and deliverables. To change the style of this panel, select one of the options in the menu below.

**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

Provide information on your top competitors here. What differentiates them? Include their messaging or 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** |
| Buyer 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

## Product release roadmap

Use the roadmap planner (/roadmap) to help your team stay on track. To edit workstreams or dates, select the placeholder below and tap the pencil icon.

## Distribution channels & launch activities

Plan your launch-day activities and communications using the table below. Put each activity on its own row, @mention activity owners, and type /date to add due dates.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Activity** | **Owner** | **Due date** | **Status** | **Notes** |
| **Internal comms** | | | | |
| e.g., Write a blog post to announce the launch |  |  | NOT STARTED |  |
|  |  |  |  |  |
| **PR** | | | | |
| e.g., Send press release to TechCrunch and WIRED |  |  |  |  |
|  |  |  |  |  |
| **Email** | | | | |
|  |  |  |  |  |
|  |  |  |  |  |
| **Blog** | | | | |
|  |  |  |  |  |
|  |  |  |  |  |
| **Social** | | | | |
|  |  |  |  |  |
|  |  |  |  |  |

## Support plan

|  |  |
| --- | --- |
| **Support contact** |  |

Craft a support plan for your launch using the table below. Put each task on its own row, @mention task owners, and type /date to add due dates.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Task** | **Owner** | **Due date** | **Status** | **Notes** |
| e.g., Create training deck |  |  | NOT STARTED |  |
|  |  |  |  |  |
|  |  |  |  |  |

## Reference materials

Add links to relevant research and other key documents here