

Your Logo

# Product Launch



Brief description of your product  
follows the title here.



**John Doe**  
Founder & CEO

**Today's Date**  
San Francisco, CA

# Executive Summary

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- 01** Introduce yourself and the point of the product presentation. This is where you want to hook your audience and tell them what is in it for them.
- 02** An agenda is optional, but provides you with an your opportunity to tell your audience what you are going to cover in your presentation.
- 03** Establish credibility to make the audience feel comfortable with your company, but don't spend too much time on this. You don't want them falling asleep.



**Your Company Name**

# Positioning

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## **What's the Current Solution**

Successful products have a unique technology or positioning that sets them apart from other products on the market.

## **What Makes You Better?**

You want to introduce this aspect of your product upfront to let your audience know how your product is different and why they should listen to the rest of your presentation.

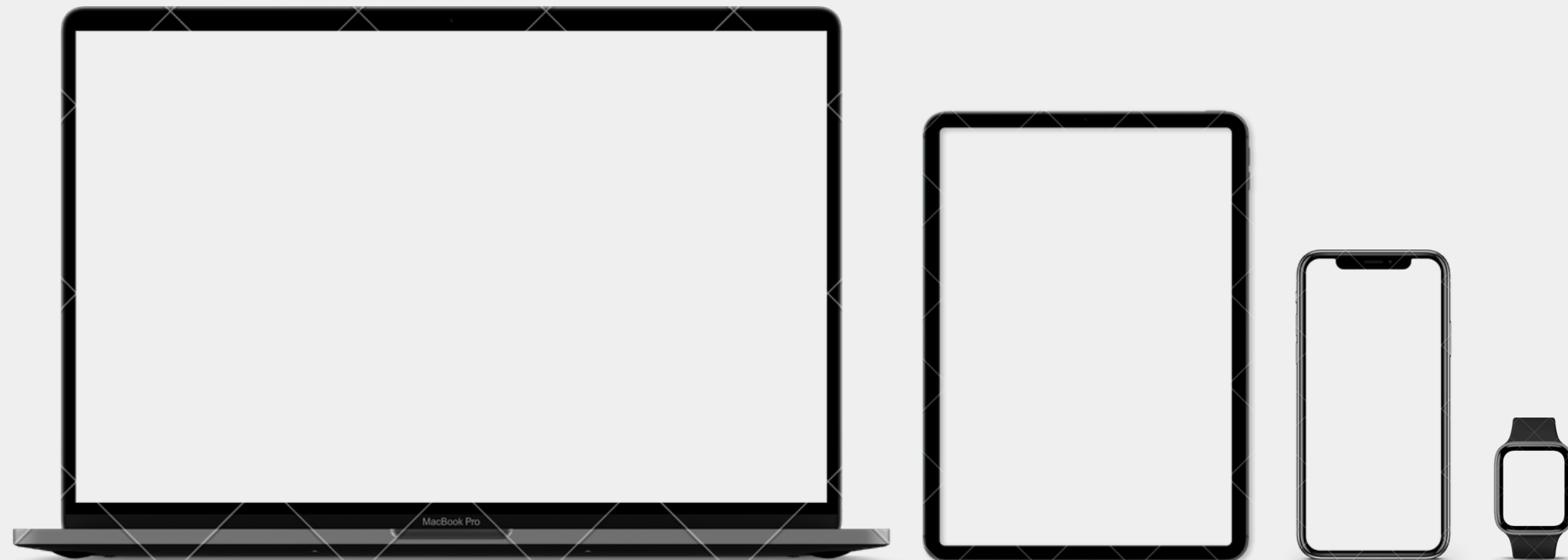
## **Put It In Context**

Use this as an attention getter. This should be done in terms of the problem that they have and that you are solving with your product.



Your Company Name

# Product Mockups



**Your Company Name**

# Computer

Clearly describe your product in terms that your audience will understand.



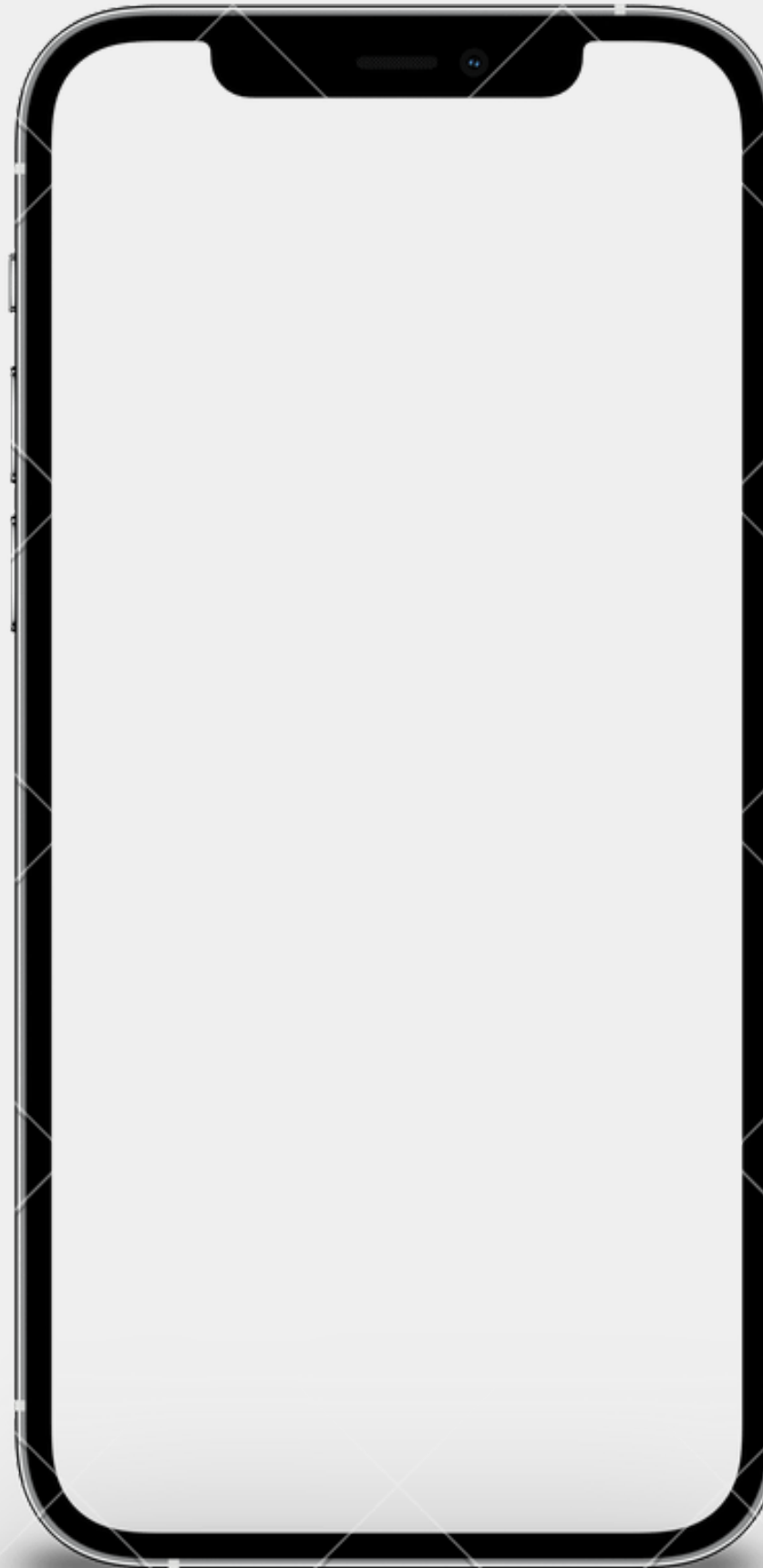
- 01** Clearly articulated benefits as they relate to your target audience.
- 02** You can use a features and benefits list or just walk through them.
- 03** Whatever you do, do not forget the benefits! They may be obvious to *you*.



**Your Company Name**

# Smartphone (Portrait)

Clearly describe your product in terms that  
your audience will understand.



- 01** Clearly articulated benefits as they relate to your target audience.
- 02** You can use a features and benefits list or just walk through them.
- 03** Whatever you do, do not forget the benefits! They may be obvious to you.

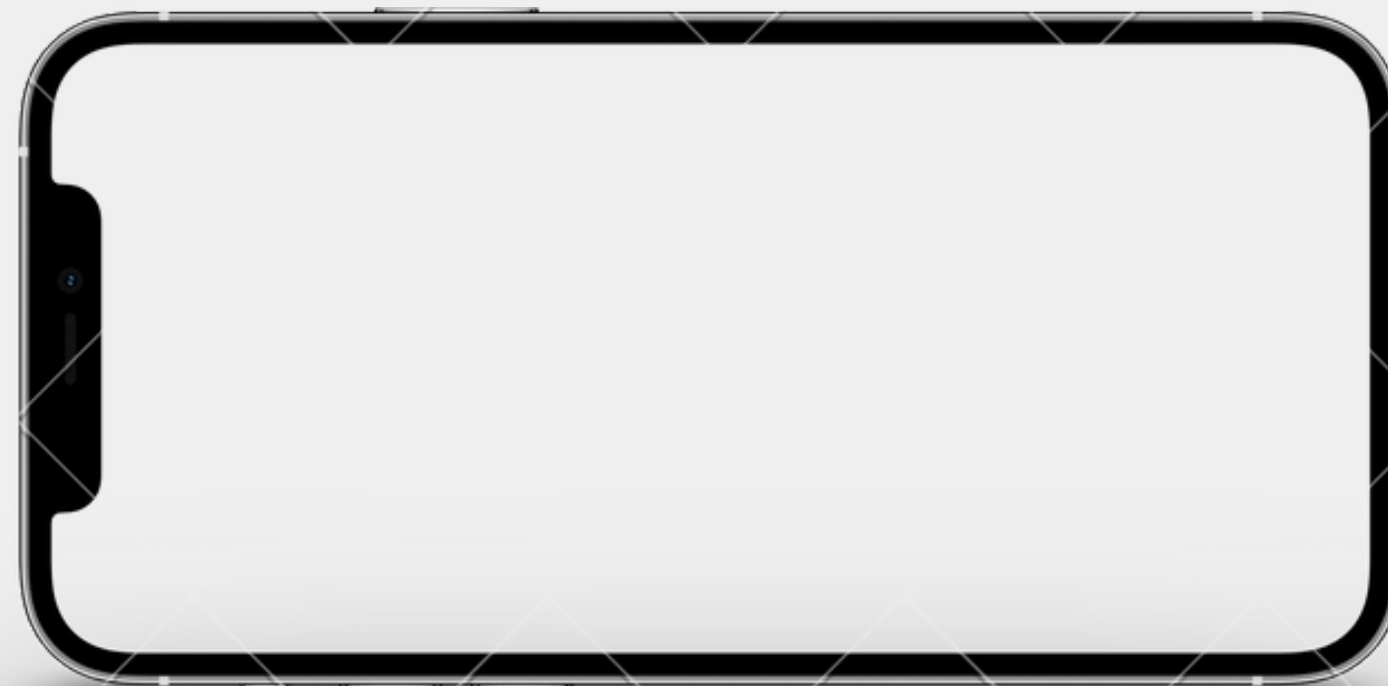
**Your Company Name**

# Smartphone (Landscape)

Clearly describe your product in terms that your audience will understand.

**01** Clearly articulated benefits as they relate to your target audience.

**02** You can use a features and benefits list or just walk through them.



**03** Whatever you do, do not forget the benefits! They may be obvious to you.

**04** But your audience should have them clearly called out and they must relate.

**Your Company Name**

## **Tablet (Portrait)**

Clearly describe your product in terms that your audience will understand.



- 01** Clearly articulated benefits as they relate to your target audience.
- 02** You can use a features and benefits list or just walk through them.
- 03** Whatever you do, do not forget the benefits! They may be obvious to you.





**Your Company Name**

# Tablet (Landscape)

Clearly describe your product in terms  
that your audience will understand.

**01** Clearly articulated  
benefits as they relate to  
your target audience.

**02** You can use a features  
and benefits list or just  
walk through them.



**03** Whatever you do, do not  
forget the benefits! They  
may be obvious to you.

**04** But your audience should  
have them clearly called  
out and they must relate.

**Your Company Name**

## **Smartwatch (Black)**

Clearly describe your product in terms that your audience will understand.



- 01** Clearly articulated benefits as they relate to your target audience.
- 02** You can use a features and benefits list or just walk through them.
- 03** Whatever you do, do not forget the benefits! They may be obvious to you.



**Your Company Name**

# Smartwatch (White)

Clearly describe your product in terms that your audience will understand.



- 01** Clearly articulated benefits as they relate to your target audience.
- 02** You can use a features and benefits list or just walk through them.
- 03** Whatever you do, do not forget the benefits! They may be obvious to you.



**Your Company Name**

## **Smartwatch (Pink)**

Clearly describe your product in terms that your audience will understand.



- 01** Clearly articulated benefits as they relate to your target audience.
- 02** You can use a features and benefits list or just walk through them.
- 03** Whatever you do, do not forget the benefits! They may be obvious to you.



**Your Company Name**

## **Smartwatch (Blue)**

Clearly describe your product in terms that your audience will understand.

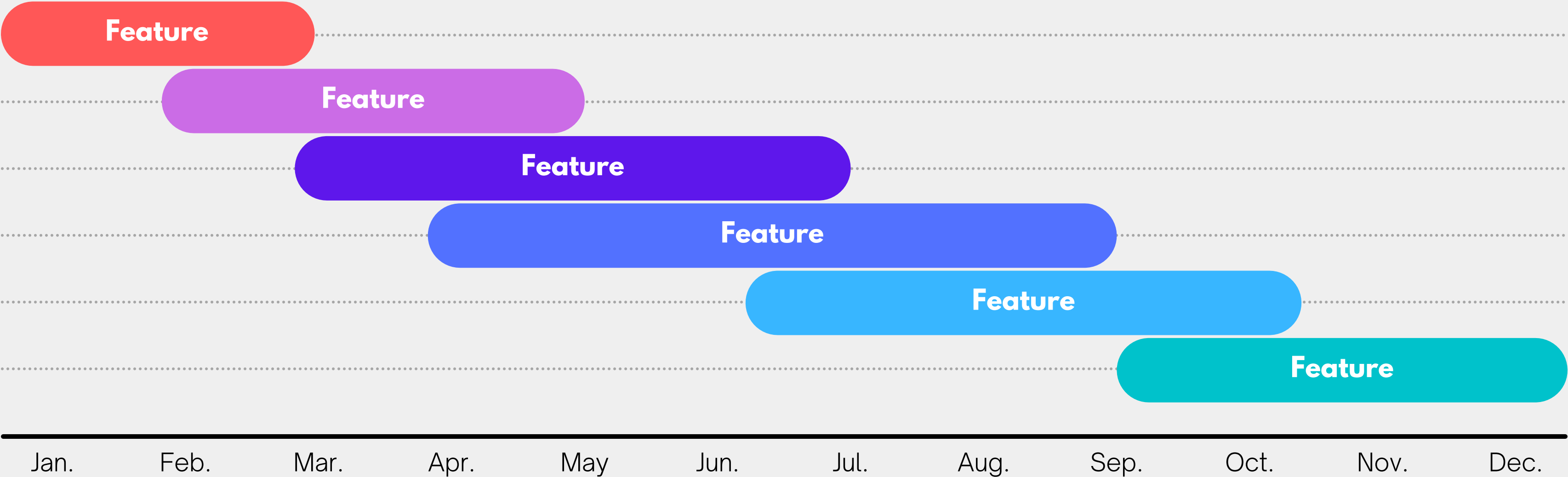


- 01** Clearly articulated benefits as they relate to your target audience.
- 02** You can use a features and benefits list or just walk through them.
- 03** Whatever you do, do not forget the benefits! They may be obvious to you.



# Product Roadmap

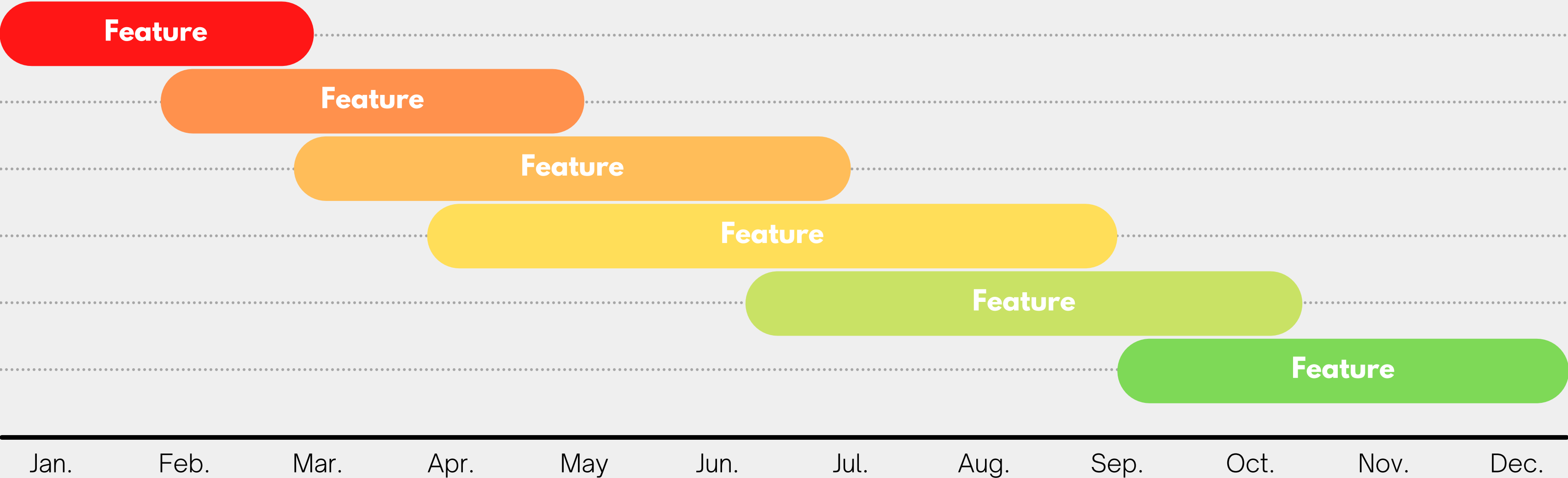
Expected delivery of each feature.



NOTE: Subject to revision.

# Product Roadmap

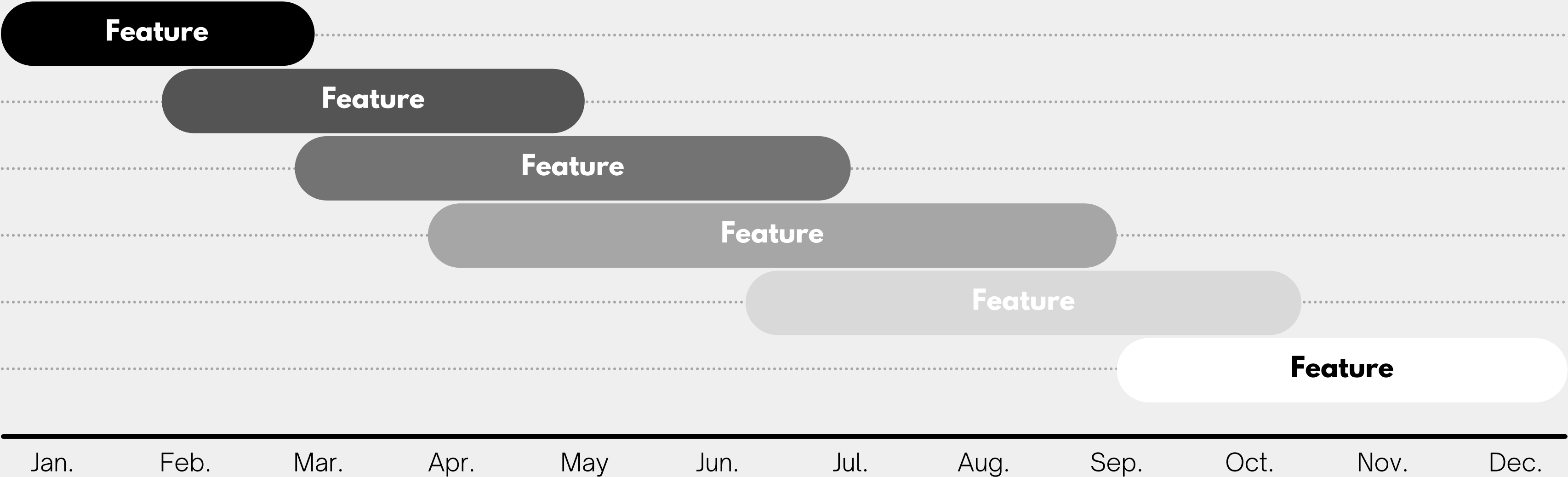
Expected delivery of each feature.



NOTE: Subject to revision.

# Product Roadmap

Expected delivery of each feature.

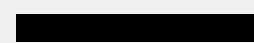


NOTE: Subject to revision.



Your Logo

# Thank You



**Contact us to learn more**

John Doe

Founder & CEO

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