

# ONLYOFFICE DOCUMENT BUILDER

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## Product Launch Revenue Plan

Confidential

July 2016

## Product Launch Revenue Plan



### Overview

In the previous meeting of the board of directors funds were approved to take the 'ONLYOFFICE Document Builder' product to market. They have also allocated a sum of \$250,000 towards market identification and launch efforts. This document describes in brief the objective set forth by the VP of marketing pursuant to the board's decision.

### Summary

After years of market research and focused creative effort we are in a position to take our 'ONLYOFFICE Document Builder' to market. We have a three phase approach in place to complete the product and take the product to market. The first step of this initiative is to test the market.

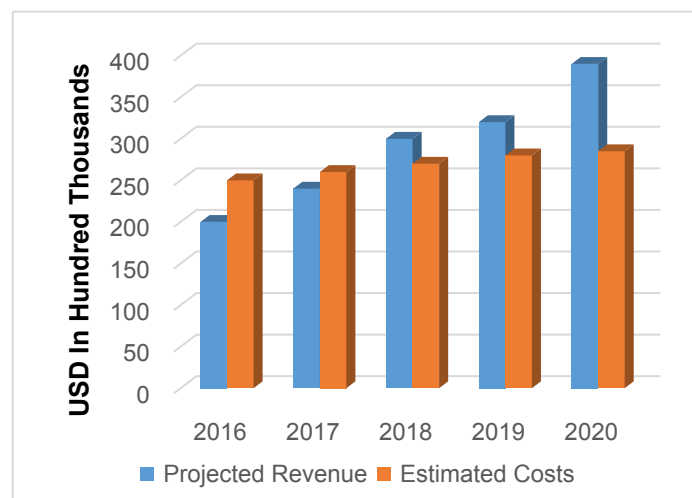
**Phase 1:** Review market tests, marketing plans, and expected sales goals.

**Phase 2:** Developers complete final build of the solution.

**Phase 3:** The launch phase.

### Financial Overview

Included are the estimated investment costs to introduce the new product. As you can see for the first 2 years we will be in the investment phase. Generating market demand and building our reputation in this category. By 2018 we expect to be profitable.



## Details

Out of the \$250,000 allocated for this effort, we would like to spend about \$50,000 towards the identification of the market. For this we are allowed to engage with a marketing consulting organization. Let us start with creating an RFP for this and start inviting the bids. We would like to get the selection process completed by no later than end of first quarter.

## Legal Issues

To support the new product, the Legal Department will maintain a centralized repository for all patent investigations as well as marketing claims. The release team will adhere to all of the standardized processes for releasing new products.

As we approach release of the product, the Legal Department is prepared to develop all licensing agreements and has streamlined coordination with the marketing and sales department on the license terms and addendums.

## Statement on Timeline

All timelines in this report are estimated and highly dependent upon each team meeting their individual objectives. There are many interdependencies that are detailed in the related project plan.

## Productivity Gains

To support the new product, the Legal Department will maintain a centralized repository for all patent investigations as well as marketing claims.

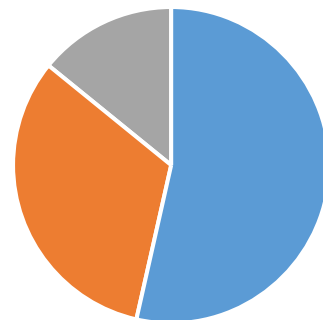
## License Agreements

All timelines in this report are estimated and highly dependent upon each team meeting their individual objectives. Interdependencies are detailed in the related project plan.

### Innovation. Profit.

*After years of market research and focused creative effort we are in a position to take our 'ONLYOFFICE Document Builder' to market.*

Projected Market



■ Enterprise  
■ Small Business  
■ Individual Developers

## Revenue Forecasting

To support the new product, the Legal Department will maintain a centralized repository for all patent investigations and marketing claims. The release team will adhere to all of the standardized processes for releasing new products.

2016	2017		
All Projects Pending	USA	West	Approved
		Central	Pending
		East	Approved

