

Go-to-Market (GTM) Launch Framework

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1. Objective

To provide a standardized, cross-functional framework for the successful launch of new NexaCore products, features, or major updates, ensuring maximum market impact.

2. Launch Tiers and Requirements

Tier	Description	Minimum Preparation Time	Mandate
Tier 1 (New Product/Major Release)	Entry into a new market category or a fundamentally new AI model.	90 Days	Full press release, analyst briefing, internal sales training, dedicated landing page.
Tier 2 (Major Feature Update)	Significant enhancement to an existing product with material customer value.	45 Days	Blog announcement, customer email, updated product documentation, internal sales enablement.
Tier 3 (Minor Update/Patch)	Small bug fixes, minor UX improvements, or non-disruptive backend changes.	7 Days	In-app announcement or short release notes.

3. Mandatory GTM Milestones (Tier 1)

- Definition (D-90):** Finalize ICP (Ideal Customer Profile), pricing, and packaging. Draft the **Market Requirements Document (MRD)**.
- Internal Readiness (D-45):** Complete Sales Training and finalize the **Sales Playbook**.

3. **External Assets (D-15):** Finalize all marketing collateral (website copy, pitch deck, press release draft). Legal/Compliance approval secured.
4. **Launch (D-0):** Execution of all planned activities. Go-live of website changes.
5. **Review (D+30):** Conduct a Post-Launch Review focusing on initial pipeline generated, website traffic, and key media mentions.

4. Ownership

The **Product Marketing Manager (PMM)** is the central owner of the GTM process, responsible for driving the timeline and coordinating efforts across Engineering, Sales, and Corporate Marketing.