

# Product Launch Timeline Template

## Phase I: Strategic Foundation (Weeks 12 - 7)

This phase is about defining the strategy, securing resources, and beginning the core development work.

Week Before Launch	Section	Key Activities & Milestones	Owner
W12 - W10	Strategy & Definition	Finalize <b>Product Overview</b> , <b>Target Audience</b> , and <b>Success Metrics</b> . Lock down the initial <b>Pricing &amp; Packaging</b> strategy.	PM / Leadership
W10 - W8	Market Research	Complete detailed competitive analysis. Finalize <b>Differentiators</b> . Begin <b>Legal &amp; Compliance</b> review.	Strategy / Legal
W8 - W7	Core Development	<b>Feature List</b> is locked. Engineering completes <i>Alpha</i> testing. Marketing starts drafting initial messaging/positioning.	Engineering / Marketing

## Phase II: Readiness & Asset Creation (Weeks 6 - 3)

This phase focuses on validating the product (Beta), preparing internal teams, and creating all necessary external launch assets.

Week Before Launch	Section	Key Activities & Milestones	Owner

<b>W6</b>	<b>Beta/Pilot Launch</b>	Launch <b>Private Beta</b> program. Collect initial feedback on features and usability. Sales/Support start deep dive on product functionality.	PM / Engineering
<b>W5</b>	<b>Content Creation</b>	Marketing finalizes <b>Launch Communication Strategy</b> . Create and internally review all core <b>Marketing Assets</b> (Landing Page, Videos).	Marketing
<b>W4</b>	<b>Internal Readiness</b>	<b>Sales Playbook and Support Training Materials</b> drafted. Sales and Support teams begin formal training. <b>Technical Operations</b> finalizes deployment plan.	Sales Enablement / Support
<b>W3</b>	<b>Documentation</b>	<b>Help Center Articles</b> and detailed <b>Internal FAQ</b> drafted and reviewed. Engineering completes <i>feature freeze</i> (no new features).	Customer Support / Engineering

### Phase III: Execution & Final Checks (Weeks 2 - 0)

This is the final countdown, focusing on polishing, public communication, and go-live execution.

<b>Week Before Launch</b>	<b>Section</b>	<b>Key Activities &amp; Milestones</b>	<b>Owner</b>
<b>W2</b>	<b>Final Polish</b>	All <b>Legal</b> sign-offs complete. <b>Product QA/Testing Sign-off</b> obtained (product is declared launch ready). PR begins <b>Media Outreach</b> (under embargo).	Legal / QA / PR

<b>W1</b>	<b>Pre-Launch Hype</b>	Send <b>Pre-launch Email/Teaser Campaign</b> . Final internal dry-run of the <b>Deployment Plan</b> . All <b>Support Staff</b> are trained and certified.	Marketing / DevOps / Support
<b>W0 (Launch Day)</b>	<b>Go-Live</b>	Execute the <b>Launch Day Checklist</b> (Code Deployment, Website Update, Ad Campaigns Live). Distribute <b>Press Release</b> . PM and leadership monitor initial <b>KPI Tracking</b> .	

## Phase IV: Post-Launch & Analysis

This phase is critical for success, focusing on fixing immediate issues and planning future iterations.

<b>Week After Launch</b>	<b>Section</b>	<b>Key Activities &amp; Milestones</b>	<b>Owner</b>
<b>+W1</b>	<b>Immediate Feedback</b>	Address critical bugs based on <b>Escalation Plan</b> . <b>Collect Feedback</b> from early adopters. Send "Thank You/Welcome" communications.	Engineering / PM / Support
<b>+W4</b>	<b>Review &amp; Plan</b>	Conduct <b>Launch Retrospective Meeting</b> . Analyze initial <b>Success Metrics (KPIs)</b> . <b>Finalize Roadmap</b> for next version (\$v1.1\$).	PM / Leadership