Product Launch Checklist

Purpose

The purpose of this tool is to provide a checklist for the product launch process.

Product Launch Checklist

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| Description of Tasks | | √ | Completed |
| Product Management | | | |
| 1 | Product Manager has been assigned; Product Sponsor selected |  | Enter Date |
| 2 | **Business Case** and **Product Development Charter** approved |  |  |
| 3 | **Market Requirements** & **Product Requirements Documents** done |  |  |
| 4 | **Product Development Schedule** & **Sanity-Check** are approved |  |  |
| 5 | **Feature List Priority** assessment completed with three beta clients |  |  |
| 6 | Alpha, Beta and General Release phases are completed |  |  |
| 7 | Executive Management announces general availability date |  |  |
| Product Marketing | | | |
| 1 | Product Sales and Lead Generation Channels identified and built |  |  |
| 2 | Press Conference, Press Release, Analyst Calls re: availability |  |  |
| 3 | **Customer Profile**, **Case Study** and References are on website |  |  |
| 4 | Whitepapers, Data Sheets, Pricing Sheets, Brochures, ROI done |  |  |
| 5 | **Competitive Analysis** and **Product Positioning** are complete |  |  |
| 6 | Sales Script, Sales Presentation, Proposals completed |  |  |
| 7 | Sales and Customer Service product training completed |  |  |