

PRODUCT LAUNCH ROADMAP

Project: _____

Target Date: ____ / ____ / 20__

PHASE 1: DISCOVERY & STRATEGY

Market research & competitor analysis Wk 1-2

Define Unique Value Proposition (UVP) Wk 2

Set launch KPIs and budget Wk 3

PHASE 2: ASSET DEVELOPMENT

Finalize product messaging & copy Wk 4

Landing page design & development Wk 5-6

Create social media creative suite Wk 6

PHASE 3: PRE-LAUNCH OUTREACH

Email sequence setup & automation Wk 7

Influencer & press kit distribution Wk 8

Internal team training & support sync Wk 9

PHASE 4: LAUNCH WEEK

Official website / "Buy Now" go-live Day 1

Public relations & news release Day 1

Community management & live Q&A Day 2-5

Product Milestone Template • Internal Use Only