

### Launch Basics

| What is a Product Launch?                                                                                                  | Common Launch Challenges (Benchmarking Insights)                    | The 3 Phases of Launch (The Three A's)                      | Launch Workflow                                            | Role of the Executive Champion                          |
|----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|-------------------------------------------------------------|------------------------------------------------------------|---------------------------------------------------------|
| The transition from New Product Development to market introduction. - Failure or success is quickly evident and impactful. | - No defined market window.                                         | - Arrange - Prep tasks: documentation, strategy alignment.  | - Starts during development. - Uses a multi-phase approach | - Required for important launches.                      |
| One of the most visible and critical milestones in a product's lifecycle.                                                  | - Lack of executive champion oversight.                             | - Activate - Execute plans, validate readiness.             | - Uses a multi-phase approach (Early, Middle, Late).       | - Ensures cross-functional teams are aligned.           |
| Failure or success is quickly evident and impactful.                                                                       | - Launch plans misaligned with - Business Cases or Marketing Plans. | - Announce - Publicly release product, trigger full launch. | - Enables go/no-go decisions at each stage.                | - Provides market-facing presence and internal support. |
|                                                                                                                            | - Poor or insufficient sales training.                              |                                                             | - Encourages better team communication.                    |                                                         |
|                                                                                                                            | - Operational systems not launch-ready.                             |                                                             |                                                            |                                                         |
|                                                                                                                            | - No launch metrics tracked.                                        |                                                             |                                                            |                                                         |
|                                                                                                                            | - Reluctance to cancel or pause failing launches.                   |                                                             |                                                            |                                                         |

### Planning & Readiness

| Confirm the Market Window                                                                 | Synchronize Key Documents                                                  | Beta & Market Testing                                     |
|-------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|-----------------------------------------------------------|
| - Best time for launch = unique market position.                                          | - Ensure alignment between Business Case, Marketing Plan, and Launch Plan. | - Market tests: Validate customer interest + forecast.    |
| - Avoid launching just to meet internal timelines.                                        | - Keep documents in sync throughout the process.                           | - Beta trials (B2B): Ensure product performs as intended. |
| - Market tests, customer needs, seasonality, and competitor inactivity all inform timing. |                                                                            | - Support pivot or no-go decisions early.                 |

### Execution & Monitoring

| Product Availability Ratings | Marketing Collateral + Promo Readiness | Channel & Readiness | Operational Readiness | Launch Metrics | Be Prepared for No-Go Decision | The Announcement | Launch Checklist Highlights |
|------------------------------|----------------------------------------|---------------------|-----------------------|----------------|--------------------------------|------------------|-----------------------------|
|------------------------------|----------------------------------------|---------------------|-----------------------|----------------|--------------------------------|------------------|-----------------------------|



By Rapidlaunch

[cheatography.com/rapidlaunch/](https://cheatography.com/rapidlaunch/)

Not published yet.  
Last updated 17th April, 2025.  
Page 1 of 3.

Sponsored by **ApolloPad.com**  
Everyone has a novel in them. Finish Yours!  
<https://apollopad.com>

### Execution & Monitoring (cont)

|                                                              |                                                           |                                                                  |                                                                            |                                                                      |                                                       |                                                              |                                                                |
|--------------------------------------------------------------|-----------------------------------------------------------|------------------------------------------------------------------|----------------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------|--------------------------------------------------------------|----------------------------------------------------------------|
| - GA (General Availability): Open to all customers.          | - Create clear, readable, on-brand materials.             | - Confirm channel capacity.                                      | - Ensure infrastructure is go-live ready:                                  | - Examples: Announcement first order, Order invoice payment.         | - Encourage the team to pause or cancel if needed.    | - Signals to the market: "We're live!".                      | - Confirm strategy, alignment, documentation.                  |
| - CI (Controlled Introduction): Limited market/test group.   | - Include: Sales briefs, FAQs, Objection handling docs.   | - Assign channel capacity manager.                               | - Order, fulfillment, logistics.                                           | - Inventory turnover, Call center response times.                    | - Anyone should be able to "pull the emergency cord". | - Backed by all marketing, sales, and ops.                   | - Ready all systems: ops, sales, marketing.                    |
| - LA (Limited Availability): Wider access but still limited. | - Plan for creative, legal, layout, and fulfillment time. | - Use historical data to inform feasibility.                     | - Customer service + returns.                                              | - All can be tailored to your company and industry standard.         | - A flawed launch can do long-term damage.            | - Coordinated via PR, media, internal and external channels. | - Validate: market need, sales enablement, customer readiness. |
|                                                              |                                                           | Ensure distributors and retailers are equipped and incentivized. | - IT systems + support.                                                    | Track time to order, fulfillment, payment, and support interactions. |                                                       |                                                              | - Set and track metrics.                                       |
|                                                              |                                                           |                                                                  | Logistics, ordering, support, and customer service must be live at launch. | Use metrics to assess success and refine future launches.            |                                                       |                                                              |                                                                |



By **Rapidlaunch**

[cheatography.com/rapidlaunch/](https://cheatography.com/rapidlaunch/)

Not published yet.

Last updated 17th April, 2025.

Page 3 of 3.

Sponsored by **ApolloPad.com**

Everyone has a novel in them. Finish Yours!

<https://apollopad.com>

