

PRODUCT – [PRODUCT NAME]

Repeat this section for each product that will be launched.

DESCRIPTION

The following description should be taken from the Positioning Document.

Primary Message	
Product Description	
Problem-Oriented Features	

PRODUCT LAUNCH GOALS

Document the launch goals for this product. The launch goals should support the overall goals of the organization and should be supported by management.

	Goal	How Measured
Revenue		
Customer Retention		
Units		
Subscribers		