

WHAT IT TAKES TO BECOME A LAUNCH POWERHOUSE

THE FUNDAMENTALS

	TECHNICAL	FINANCE	HR	MARKETING	
READY	<ul style="list-style-type: none"> Product management processes Technical leadership 	<ul style="list-style-type: none"> Risk assessment Cash flow management 	<ul style="list-style-type: none"> Establish expectations 	<ul style="list-style-type: none"> Market assessment/validations Market sizing Competitor research Company product opportunities 	READY
AIM	<ul style="list-style-type: none"> Technical road map 	<ul style="list-style-type: none"> Acquisition due diligence Foreign statutory research Best foreign structure Transfer pricing Hedging forex 	<ul style="list-style-type: none"> Expectation setting and delivering Engagement surveys Skills assessment 	<ul style="list-style-type: none"> Segmentation and targeting Business planning Sales force sizing Forecast modeling Communication planning Price Strategy 	AIM
PREPARE	<ul style="list-style-type: none"> Quality to market Speed to market Lean methodologies Support methodologies 	<ul style="list-style-type: none"> Internal controls Cash flow management 	<ul style="list-style-type: none"> PRT: Right people/right role/right time. 90 Day frameworks Performance management 	<ul style="list-style-type: none"> Measure and evaluate 	PREPARE

PRODUCT/SERVICE ANALYSIS

EXAMPLES

- NPS
- Time to market
- Market share
- Employee satisfaction
- Profit and loss
- Quality
- Lead scoring
- Conversion rates

MARKET'S PERCEIVED NEED

- Create an edge on the competition e.g. software iterations to market frequency, support, service, pricing etc.
- Research and react quickly
- Increase sophistication on investment
- Redefine targeting

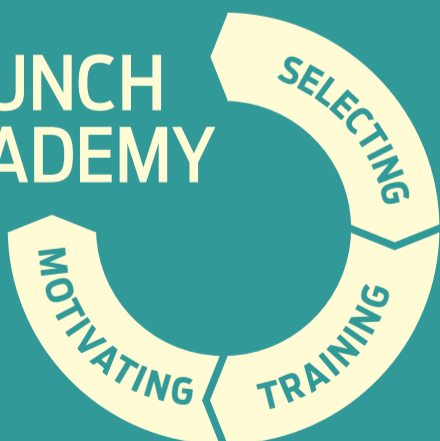
- Find and edge
- Increase your sophistication
- Do your research and react quickly
- Invest appropriately
- Fine tune your messaging
- Have your evidence

- Get off the blocks fast
- Reach the wider target market quickly with repeated exposure
- Invest large
- Price for value
- Keep an eye on environment
- Acquire the competition

- Don't under invest
- Get to market as quickly
- Look for ways to extend product offering early on with subsequent launches within the same geography
- Spend large on exposure
- Price to compete

MARKET UNIQUENESS

LAUNCH ACADEMY



EXAMPLES:

- Support hand over
- Release readiness
- User documentation
- CRM
- Sales tools and training
- Marketing collateral
- Technical implementation training
- Release planning and readiness
- Performance management
- Incentive schemes
- Marketing digital communications plan

WINNING LAUNCH MINDSET

