



Launch Readiness Review

Description

Your next product launch may be the most important revenue-generating initiative your company undertakes this year. Identifying your launch risks and how to address them could make the difference between success or failure.

The Launch Readiness Review delivers an objective assessment of the state of your launch readiness and provides recommendations for corrective action.

Purpose

The Pre-Launch Review identifies gaps in planning, issues in organizational readiness and even assisting in addressing problems that may exist in the cross-functional team that is fundamental to the launch itself.

When a company is making a significant investment developing and delivering a new product to market, a failed launch can put all of it in jeopardy.

Who Should Consider this Service

Entrepreneurs, marketing managers, product managers, product marketing managers, development managers, program managers and others who are responsible for planning and managing product launches.

Launch Readiness Review consists of:

- ❖ Review of the current initiative to ensure that the organization is still committed to original product assumptions around, timing, positioning, revenue and profitability
- ❖ Utilizing the Product Launch Framework as a basis, Launch Clinic consultants facilitate an analysis of the current launch readiness in order to identify weaknesses, gaps or risks
- ❖ An assessment of the launch team that is driving the process, to evaluate roles and responsibilities, skills and the communications process that supports the current project
- ❖ A summary of recommendations that would help in addressing launch readiness risks

For More Information

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