

Launch Readiness Checklist

1. Strategic Alignment

- ☐ Validate that the product aligns with the company's overall vision and strategy.
 - ☐ Ensure market positioning is clear and competitive.
 - ☐ Confirm executive and stakeholder buy-in for launch plans.
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2. Market and Customer Validation

- ☐ Verify the target market has been identified and segmented.
 - ☐ Ensure customer personas are accurate and validated.
 - ☐ Confirm demand for the product via market research or pilot feedback.
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3. Product Readiness

- ☐ Ensure all required features and functionality meet specifications.
 - ☐ Validate performance and quality through testing (e.g., QA, user testing).
 - ☐ Confirm product packaging, labeling, and documentation are complete.
 - ☐ Verify compliance with legal, regulatory, and industry standards.
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4. Operational Readiness

- ☐ Ensure manufacturing or production processes are in place and scaled.
 - ☐ Confirm supply chain, inventory, and distribution readiness.
 - ☐ Validate logistics plans for product delivery.
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5. Marketing Readiness

- ☐ Develop and approve the marketing strategy and messaging.
 - ☐ Confirm marketing assets (e.g., ads, campaigns, collateral) are ready.
 - ☐ Launch a communications plan for customers, media, and internal teams.
 - ☐ Train sales and customer support teams on product benefits and FAQs.
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6. Sales and Channel Readiness

- ☐ Finalize pricing strategy and approval.
 - ☐ Ensure sales enablement materials are available and distributed.
 - ☐ Conduct training sessions for sales teams and channel partners.
 - ☐ Test distribution channels for functionality.
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7. Customer Support Readiness

- ☐ Ensure customer service teams are trained and resourced.
 - ☐ Finalize user guides, FAQs, and troubleshooting documentation.
 - ☐ Confirm helpdesk tools, ticketing systems, and escalation procedures are in place.
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8. Metrics and Analytics

- ☐ Define KPIs for the product launch (e.g., adoption rate, revenue targets).
 - ☐ Ensure tracking and analytics tools are ready for monitoring performance.
 - ☐ Validate feedback loops for continuous improvement.
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9. Risk Management

- ☐ Identify potential risks (e.g., supply chain issues, customer complaints).
 - ☐ Create mitigation plans for high-risk scenarios.
 - ☐ Conduct a final risk review with the team.
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10. Final Pre-Launch Check

- ☐ Schedule a final go/no-go decision meeting with stakeholders.
- ☐ Ensure a launch day plan and timeline are agreed upon.
- ☐ Conduct a mock launch or rehearsal if possible.