

Product Launch Timeline Template

Phase I: Strategic Foundation (Weeks 12 - 7)

This phase is about defining the strategy, securing resources, and beginning the core development work.

Week Before Launch	Section	Key Activities & Milestones	Owner
W12 - W10	Strategy & Definition	Finalize Product Overview , Target Audience , and Success Metrics . Lock down the initial Pricing & Packaging strategy.	PM / Leadership
W10 - W8	Market Research	Complete detailed competitive analysis. Finalize Differentiators . Begin Legal & Compliance review.	Strategy / Legal
W8 - W7	Core Development	Feature List is locked. Engineering completes <i>Alpha</i> testing. Marketing starts drafting initial messaging/positioning.	Engineering / Marketing

Phase II: Readiness & Asset Creation (Weeks 6 - 3)

This phase focuses on validating the product (Beta), preparing internal teams, and creating all necessary external launch assets.

Week Before Launch	Section	Key Activities & Milestones	Owner

W6	Beta/Pilot Launch	Launch Private Beta program. Collect initial feedback on features and usability. Sales/Support start deep dive on product functionality.	PM / Engineering
W5	Content Creation	Marketing finalizes Launch Communication Strategy . Create and internally review all core Marketing Assets (Landing Page, Videos).	Marketing
W4	Internal Readiness	Sales Playbook and Support Training Materials drafted. Sales and Support teams begin formal training. Technical Operations finalizes deployment plan.	Sales Enablement / Support
W3	Documentation	Help Center Articles and detailed Internal FAQ drafted and reviewed. Engineering completes <i>feature freeze</i> (no new features).	Customer Support / Engineering

Phase III: Execution & Final Checks (Weeks 2 - 0)

This is the final countdown, focusing on polishing, public communication, and go-live execution.

Week Before Launch	Section	Key Activities & Milestones	Owner
W2	Final Polish	All Legal sign-offs complete. Product QA/Testing Sign-off obtained (product is declared launch ready). PR begins Media Outreach (under embargo).	Legal / QA / PR

W1	Pre-Launch Hype	Send Pre-launch Email/Teaser Campaign . Final internal dry-run of the Deployment Plan . All Support Staff are trained and certified .	Marketing / DevOps / Support
W0 (Launch Day)	Go-Live	Execute the Launch Day Checklist (Code Deployment, Website Update, Ad Campaigns Live). Distribute Press Release . PM and leadership monitor initial KPI Tracking .	

Phase IV: Post-Launch & Analysis

This phase is critical for success, focusing on fixing immediate issues and planning future iterations.

Week After Launch	Section	Key Activities & Milestones	Owner
+W1	Immediate Feedback	Address critical bugs based on Escalation Plan . Collect Feedback from early adopters. Send "Thank You/Welcome" communications.	Engineering / PM / Support
+W4	Review & Plan	Conduct Launch Retrospective Meeting . Analyze initial Success Metrics (KPIs) . Finalize Roadmap for next version (\$v1.1\$).	PM / Leadership