



Product launch brief

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Part 1: Launch TL;DR

Product overview

Add a few sentences to explain what we're building and the way (e.g., the problem it solves and the value it brings to customers).

- What is it?
- Why is it important?

Timing

Key dates:

Closed beta:

GA:

Launch level & type

At Pendo, we have a few different types of launches. These help us prioritize investments, roadmap items, and guide marketing launches.

- **Level 1 (Major):** This is a new Feature or major change to existing tooling.
- **Level 2 (Minor):** This is a moderate change, update, or enhancement to an existing feature.
- **Net new:** This is an enhancement to existing features.
- **Bonus:** Was this requested by a customer?

Customer impact assessment

	Impact
Number of accounts	<i>Include estimated \$ or %</i>
ARR	<i>Include estimated \$</i>
Regions	
North America (NA)	
EMEA	
JPN	
AUS	
Business segments	
Strategic	
Enterprise	
Commercial	
Free	

Important resources

- Jira epic
- Slack channel
- Adoption metrics and dashboards
- *Add any other relevant docs here*

Core team

Role: Name	Responsibilities	Notes
Internal team		
PM		
Designer		
Engineer/Tech Lead		
Product Adoption		
Product Marketing Manager		
Sales Engineer		
Technical Account Manager		
Technical writer		
Customer education manager		
Marketing manager		
Internal enablement		

External team

Individuals who consult throughout the process but don't attend every meeting.

Lorem ipsum		
Lorem ipsum		

Part 2: Launch planning

Beta program phases

	Closed beta	GA
Forecast date		
Actual date		
Goal of phase		
Description / scope of the feature		
Other details		
Exit criteria		

Beta program roles & responsibilities*

Add the following responsibilities to the table below. Create your own or edit as needed:

Role: Name	Responsibilities	Notes
PGM: Name		
PMM: Name		
Product adoption: Name		
Research: Name		
Design: Name		
PM: Name		
<i>Add other roles</i>		

Beta program activation

Answer these questions to ensure you're giving customers a delightful beta experience:

Overall process

- How do customers onboard?
- What is the exit criteria/path to GA?
- What questions are we looking to answer with the beta?
- Are there any legal considerations/sign-offs?
- Where is a reference point to know what customers are in the beta at a given time?

Customer acquisition plan

- What are the customer criteria for participating? Specify regions/locations, etc.
- How do we source interest?
- How do we set customer (and account team) expectations for participation and onboarding timeline?

Beta comms plan

- How can customers know if/when they'll be able to join the beta?
- If beta customers notice a bug, how do they surface that?
- What documentation do customers reference while in the beta?

Qual & quant tracking

- How do customers provide qualitative feedback throughout the beta?
- What are the goals/KPIs with the beta? How do we track usage and adoption?
- Where can someone check on goals/KPIs/feedback?

Internal enablement

- What teams will we rely on to scale onboarding/support? Are they "bought in"?
- What enablement activities/assets need to be created prior to rolling out?

Customer details

Master customer list: [add link]

Edit/add/remove columns or rows as needed to avoid repeating information from above.

	Closed beta	GA
Customer Criteria		NA
NDA or other legal agreements required		
Add other fields here		

GA launch checklist

Pull in the relevant items for each phase of your launch via your GTM tracker:

Closed beta	GA
AHEAD of Closed Beta	AHEAD of GA
ALONGSIDE Closed Beta	ALONGSIDE GA