**Product Launch Kickoff Meeting**

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| **Date** |  |
| **Meeting lead** |  |
| **Attendees** |  |
| **Purpose** | Define the objective of the meeting. |
| **Agenda** | * List key discussion items
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**Overview**

* Broadly describe new functionality — including business value and timeline.

**Cross-functional team**

* List team members from product management, engineering, product marketing, etc. that will lead this product launch.

**User experience walkthrough**

* Demonstrate the intended user journey and include relevant visuals.

**Feedback and questions**

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**Product launch plan**

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| **Area** | **Notes** |
| **Launch date** |  |
| **Target audience** |  |
| **Pricing and packaging** |  |
| **Go-to-market positioning** |  |
| **Communication and outreach** |  |
| **Sales and support** |  |
| **System updates** |  |

**Feedback and questions**

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**Next steps**

1.
2.
3.

**Action items**

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| --- | --- | --- |
| **Description** | **Person responsible** | **Due date** |
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