

Go-To-Market for New Product Launch



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1. Product & Business Context

Company Name:

Existing Product / Platform:

New Product / Add-On:

ARR / Revenue Target:

2. Value Proposition & Positioning

Customer Problem / Pain Points:

Product Benefits / Business Outcomes:

Key Differentiators vs Competitors:

3. Target Personas & Use Cases

Persona Name / Role:

Use Case / Workflow:

Expected ROI / Metrics Impact:

4. Pricing & Packaging Strategy

Pricing Model (Usage, Value, Enterprise):

Pilot Pricing / Promotions:

Packaging (Standalone / Add-On / Bundle):

5. Launch & Distribution Plan

Initial Launch Segment / Accounts:

Channels (Direct / Partner / Digital / PLG):

Enablement Assets Required:

6. KPIs & Success Metrics

Leading Indicators (Pilot Conversions, Demo Requests):

Lagging Indicators (ARR, Expansion Rate, CAC):

Go/No-Go Criteria:

7. Timeline & Risks

Key Milestones:

Potential Risks & Mitigation:



Now go craft your Go-to-Market Plan for your New Product!

In case you're still unsure what to do and need some help, no worries.

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