

Launch Series Templates

Move With Purpose

How To Use This Template

Objective:

The Launch Series template offers a set of tools for thinking about how to de-risk a big idea by breaking it down into incremental launches.

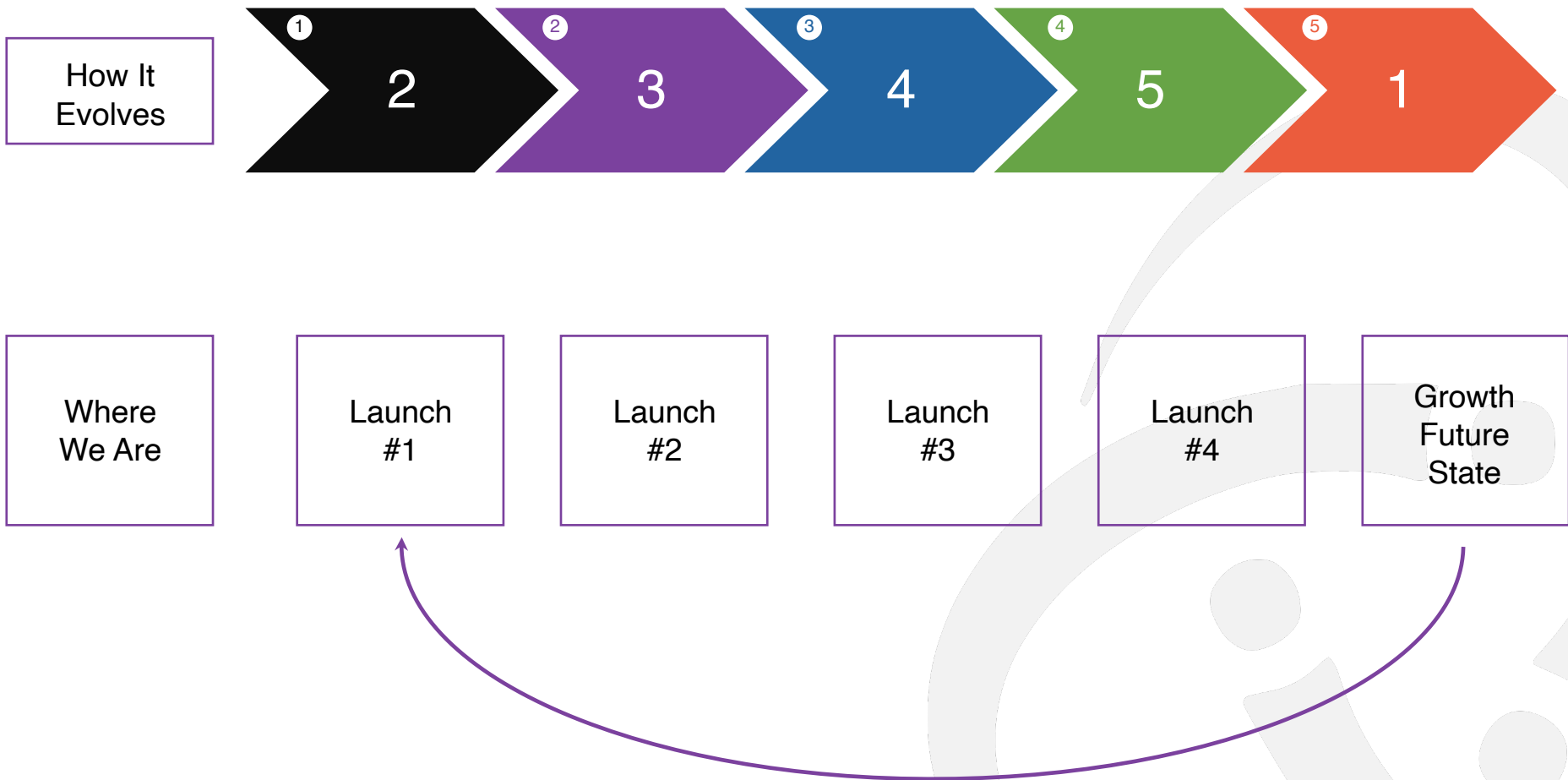
Instructions

1. Once a design is stable, begin by brainstorming what the various launches may look like. Consider doing 2-3 versions of these future states to identify the strongest versions.
2. Once the most viable set of launches is identified, complete the table for each launch, identifying value proposition, products/services, access, care team, technology, potential segments, payment model, etc.
3. As needed, complete the high level timeline.
4. Share with the team.



Core Value Proposition

Launch
Framework:



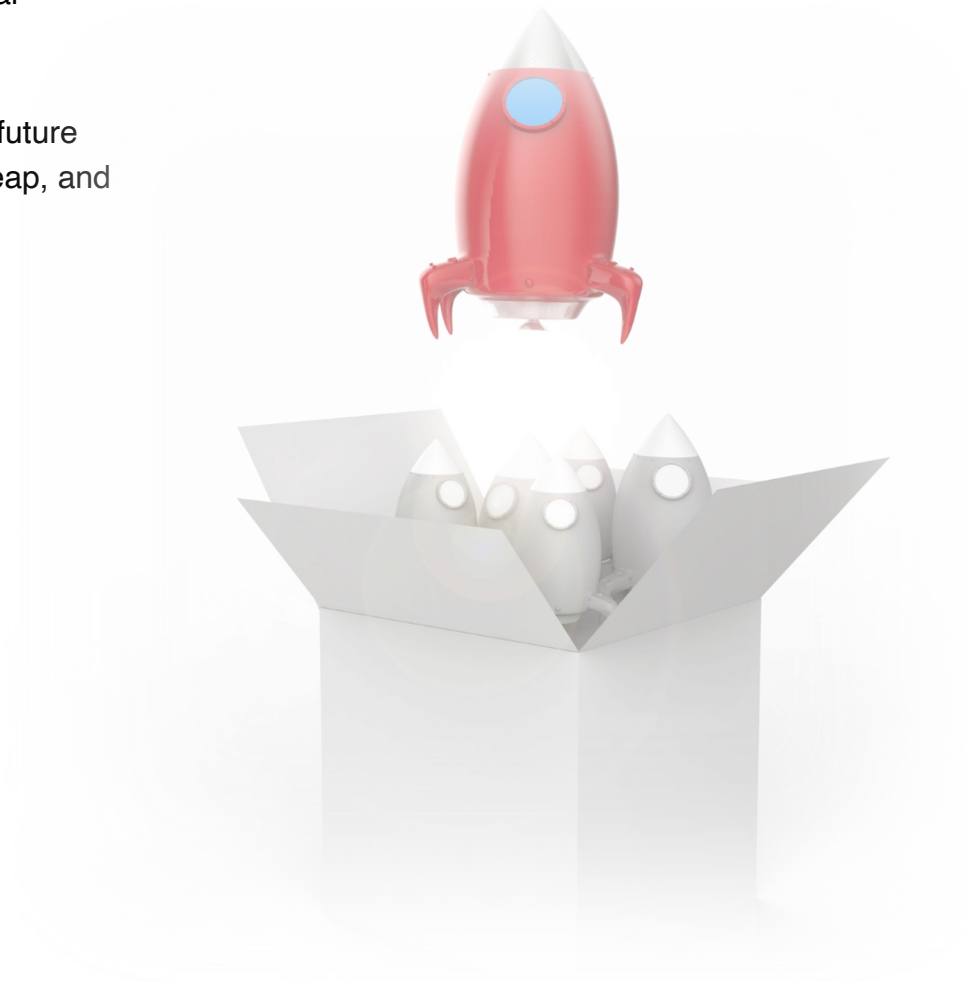
Launch Series Template

Concept Name:

| | LAUNCH 1 <i>TBD</i> | LAUNCH 2 <i>TBD</i> | LAUNCH 3 <i>TBD</i> | LAUNCH 4 <i>TBD</i> | LAUNCH 5 <i>TBD</i> |
|---------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| VALUE PROPOSITION | | | | | |
| PRODUCTS / SERVICES | | | | | |
| ACCESS | | | | | |
| CARE TEAM | | | | | |
| TECHNOLOGY | | | | | |
| POTENTIAL SEGMENTS | | | | | |
| PAYMENT MODEL | | | | | |

Using this Template

1. This template should be completed once the design is stabilized to the point where different future states can be realistically discussed.
2. Keep in mind the point of this exercise is to de-risk the overall idea so that it is appealing to the decision makers and demonstrates an incremental approach toward a larger vision.
3. Keep in mind that each launch series has three or more stages, the future state should be disruptive, each launch stage is incremental, not a leap, and the value proposition improves at each stage.





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