

# Point A <sup>2</sup> B Worksheet

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"If you don't know where you're going, any road will get you there." — Lewis Carroll

Launch Project Name: \_\_\_\_\_

Type of Launch: \_\_\_\_\_

EXAMPLE: New product or service, startup, corporate/brand/product relaunch, brand refresh, integrated campaign

Define Where You Are Now:



The further this distance,  
the more powerful the  
Catalytic Idea™ must be  
to get you there



#1 Launch Objective:

LAUNCH DATE

Internal: \_\_\_\_\_

External: \_\_\_\_\_

TIMEFRAME TO POINT B

\_\_\_\_\_

Launch Mandatories:

DESIRED OUTCOMES *Hard & Soft Measurements*

Units Sold	_____
Revenue	_____
Share	_____
Market Perception	_____
Social Media	_____
Internal Perception	_____
Other	_____



NOTE: This example demonstrates the kind of info that we're typically looking for.

# Point A B Worksheet

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"If you don't know where you're going, any road will get you there." — Lewis Carroll

Launch Project Name: Tango X 9700 Series

Type of Launch: Product Relaunch

EXAMPLE: New product or service, startup, corporate/brand/product relaunch, brand refresh, integrated campaign

## Define Where You Are Now:

The Tango line has been on the market for 5 years with very little recognition. The conditions are ripe for a reintroduction because of changes in regulations that make the product platform a more cost effective and viable option than the competitive technology that has dominated the market the last 10 years.



The further this distance, the more powerful the Catalytic Idea™ must be to get you there



## LAUNCH DATE

Internal: Q4 2016

External: Q1 2017

## TIMEFRAME TO POINT B

1 Year

## Launch Mandatories:

- Work within established brand standards.
- Maintain naming convention from parent product line.
- launch Q1 2017.

## #1 Launch Objective:

Become the #2 diagnostics and monitoring solution that gets asked for by name. While leapfrogging our low-cost competitors, we eventually render the market leader obsolete as their offering is unable to respond fast enough to our robust product platform.

## DESIRED OUTCOMES *Hard & Soft Measurements*

Units Sold	<u>5,000 in the first year</u>
Revenue	<u>\$2.5m</u>
Share	<u>15%</u>
Market Perception	<u>a force to be reckoned with</u>
Social Media	<u>5k new followers</u>
Internal Perception	<u>Set the standard for how we go to market.</u>
Other	

