



## Launching a new product or business? Make it bulletproof with this product launch strategy.

Launching a new product is a great way to scale your business into new markets. But it can be risky. We've seen so many clients invest heavily into a new product, only to miss the mark somehow and end up with a loss. Yet, we continue to see many clients position themselves for this kind of growth, especially now that the Covid-era is behind us, and many companies feel like they have to make up for lost time. Given the risk of a new product launch, it prompted us to put this document together for you: the entrepreneur. While expanding into adjacent or periphery markets is the path of least resistance, you cannot take anything for granted. Follow this guide by trying to answer the questions thoughtfully, to "bullet proof" your new product.

### Engineering

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This relates to the product itself

Can you create breakthrough technology (10X better) instead of incremental improvements?

What advancements or innovations enable you to achieve a 10X improvement?

Can your breakthrough be patented or otherwise protected from imitation?

### Timing

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This relates to the timing of the launch.

Is now the right time to launch the product?

Are there outside regulatory forces, trends, or shifts that make this moment advantageous?

How does the current economic environment affect your product's success?

Is the market ready for your product, or will you need to educate customers first?

### Monopoly

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This relates to the market you will launch in.

Are you starting with a big share of a very small market, to start?

How do you define this market and can you capture the majority of it?

Is the market you're targeting currently not served or underserved by competitors?



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## People

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This relates to the people on your team.

Do you have the right team in place?

Does your team have the necessary skills and experience to execute on the new product launch?

How will you address any gaps in expertise?

## Distribution

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This relates to delivering your product.

Do you have a way to deliver your product once launched?

What channels will you use to reach your target audience effectively?

How will you ensure distribution costs do not erode gross margins?

Are there partnerships you can leverage to scale distribution quickly?

## Durability

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This relates to your product in 10-20 years.

What is your long-term strategy for staying ahead of competitors?

How will you adapt your product or service to changes in the market or technology?

What unique assets can you build (i.e. IP, patents) to create longer-term value?

## Secrets

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This relates to what you believe to be true that others don't.

What do you believe to be true about the world that other's wouldn't agree with?

Have you identified a unique opportunity that others don't see?

What insight or knowledge to you have that gives you a unique advantage?