



ACTION PLAN

Product Launch Action Plan

A sequenced action plan built from the launch brief, with owners, dependencies and stop conditions.

HORIZON

12 weeks

WORKSTREAMS

5

ACTIONS

28

STATUS

Sample output

Objective

OBJECTIVE

Ship the new tier to general availability in twelve weeks, with 20 reference customers live and a documented support path, without pausing the existing roadmap.

Critical Path

Three items sit on the critical path and nothing else does: the billing change, the security review, and the support runbook. Every other workstream has slack. If one of these three slips, the launch date moves — so they are staffed first and reported weekly.

Item	Owner	Complete by	Blocks
Billing and entitlement change	Platform	Week 5	Everything commercial
Security and access review	Security	Week 6	Enterprise availability
Support runbook and training	Support	Week 9	General availability

Workstream 1 — Product Readiness

#	Action	Owner	Week
1.1	Freeze the tier feature set and publish it internally	Product	1
1.2	Complete entitlement mapping for all three tiers	Platform	3
1.3	Ship billing and entitlement change behind a flag	Platform	5
1.4	Complete accessibility and localisation pass	Design	7
1.5	Close the security review actions	Security	6
1.6	Run the load test at three times projected peak	Platform	8

Workstream 2 — Reference Customers

#	Action	Owner	Week
2.1	Select 25 candidate accounts against stated criteria	Sales	2
2.2	Secure 20 written commitments to participate	Sales	4
2.3	Onboard first cohort of 8	Delivery	6

2.4	Onboard remaining 12	Delivery	9
2.5	Collect quotes and measurable outcomes	Marketing	10

Workstream 3 — Commercial

#	Action	Owner	Week
3.1	Approve list pricing and discount floors	Finance	3
3.2	Update order forms and terms	Legal	5
3.3	Train the sales team on positioning and objections	Enablement	8
3.4	Publish the migration path for existing customers	Product	9

Workstream 4 — Support and Operations

#	Action	Owner	Week
4.1	Draft the support runbook	Support	6
4.2	Train all support tiers and certify	Support	9
4.3	Stand up monitoring and alerting for the new paths	Platform	8
4.4	Agree and publish the escalation thresholds	Support	9

Workstream 5 — Launch Communications

#	Action	Owner	Week
5.1	Approve positioning and message house	Marketing	4
5.2	Produce site, documentation and in-product copy	Marketing	8
5.3	Brief analysts and partners under embargo	Marketing	10
5.4	Launch	All	12

Stop Conditions

- Fewer than 12 reference customers live by week 10 — delay general availability by four weeks.
- Any unresolved high-severity security finding at week 8 — enterprise availability is withheld.
- Support certification below 90% at week 10 — launch proceeds without the self-serve path.

Weekly Reporting

One page, every Monday: critical path status, reference customer count, open high-severity findings, and any stop condition within two weeks of triggering. Nothing else is reported at launch cadence.

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