

Product Go-to-Market Proposal Outline

1. Executive Summary

Brief overview of the proposal, value proposition, and objectives.

2. Market Analysis

- Target Market (*Define target customer segments*)
- Market Trends (*Brief on industry trends and opportunities*)
- Competitive Landscape (*Key competitors and differentiators*)

3. Product Overview

- Product Description (*Features, benefits, and value proposition*)
- Unique Selling Points (*What sets your product apart*)

4. Go-to-Market Strategy

- Positioning (*How your product will be positioned in the market*)
- Pricing Strategy (*Pricing model/details*)
- Sales Channels (*Direct/Indirect, online/offline, partners*)
- Marketing Plan (*Key campaigns, messaging, and tactics*)

5. Launch Plan

- Timeline (*Milestones and key dates*)
- Readiness Activities (*Product, sales, support, and marketing preparation*)

6. Success Metrics

Define KPIs and key goals for product launch and adoption.

7. Risks and Mitigation

Outline main risks and high-level mitigation strategies.

8. Budget Overview

High-level budget estimation for launch and GTM activities.

9. Team & Responsibilities

Key roles and responsibilities for GTM execution.

10. Appendix

Supporting data, references, and additional notes.