

# 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.*