**Determining Launch Level**

This sheet is intended to help Product Marketing and Product Management assess the appropriate tier for a given service launch. This sheet ensures no single factor, but an evaluation and weighting of multiple factors is used to determine the level of launch effort.

Answer the questions below and then total the columns. The higher the overall score, the more resources the launch should have behind it. If multiple people take the form for a given launch, compare and average the scores to determine the most appropriate launch bar.

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
| **How strategic in importance is this launch?** | Highly strategic | Somewhat strategic | Not strategic at all |
| **I would say this offering is:** | A brand new stand-alone service offering | A compelling new feature of an existing service | A straightforward enhancement or feature add to an existing service |
| **How many regions will this offering be available to?** | North America, UK, other cluster | North America andUK only | North America or UK only |
| **Who does this offering apply to?** | Clients and Prospects | Clients Only | Prospects Only |
| **What segments does the offering pertain to?** | Small Business and Mid-size | Small Business or Mid-size | Specialized niche market |
| **What is our annual sales revenue target for this offering?** | Greater than > $7M | $7M < X > $2M | Less than $2M |
| **How would you rate our differentiation from competitive offerings?**  | We are completely differentiated. | We are somewhat differentiated. | We are delivering a ‘me too’ service. |
| **What is the Demand Type identified for this service?** | New Concept | New Paradigm | Established Market |
| TOTAL | \_\_\_\_Tier 1 | \_\_\_\_Tier 2 | \_\_\_\_Tier 3 |

RULE: Ties in scores should default to the lower level (ex. a tie between a Level 1 and Level 2 should default to a Level 2).

**Notes for Product Marketers:**

This form needs to be modified to suit the purposes of your organization, especially as it relates to the sales targets or revenue and target audiences.

See our post [Launch Tiers and How to Use the Launch Tier Form](https://www.shootthecurlmarketing.com/launch-tiers-and-how-to-use-the-launch-tier-form/) for instructions on usage.