PRODUCT LAUNCHES

Clear the gate. Then take the runway.

Tier every launch. The tier sets when PMM starts. Plan for the GA date to slip. Success is adoption, months later.

FIRST, THE AI TEST

How does it connect to AI?

THE GATE

- Executive sponsor
- Launch tier + GA date
- Launch manager (not you)
- Committed product manager
- Marketing RACI
- Anchor event

Missing one? Escalate.

