

# One Page Product Overview For Product Launches

## Instructions:

Create this document 3 to 4 months prior to launching your product. It will come in extremely handy - whenever anyone emails or calls you to find out about the product and launch details you can send them this and they will have most of the detail they need without you having to constantly repeat the information.



**280 Group™** Optimal Product Management and Product Marketing™  
Helping companies deliver products that delight their customers and produce massive profits™

This template is part of the Product LifeCycle Toolkit™ from the 280 Group.

The 280 Group helps companies deliver products that delight their customers and produce massive profits™. They offer Product Management and Product Marketing consulting, contractors, training, certifications, books and templates. [www.280group.com](http://www.280group.com) 408-834-7518

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# [Product/Code Name] One Page Overview

Company Confidential

**100 Word Product Description:**

**Target Customer(s):**

**Positioning:**

**Tag Line:**

**Top 3 features:**

**Unique Selling Proposition:**

**Pricing:**

**Availability:**

**Channels Being Used:**

**Promotions:**

**Estimated Availability:**

Beta version: \_\_\_\_\_ Golden Master/FCS/Production/General Availability: \_\_\_\_\_

**Competition:**

- 1.
- 2.
- 3.

**Top 3 FAQs:**

- 1.
- 2.
- 3.

**Sample from Product Management Lifecycle Toolkit**  
**www.280group.com**