

Pre-launch Checklist for Online Products

1. IP to Start

- Trademarks: What is the desired name of the product or key marketed features?

- Patents: Does the product offer new or novel processes or methods?

2. Product Use/Purpose

- How will the product be used by customers and end user?

3. Launch schedule

- When is the Beta and GM launch? Who will be involved in Beta testing?

4. Third Party Elements

- Does the product access or require services from third-party vendors? Does the product include or access any third-party technology, trademarks/logos, or other content?

5. Reuse of Existing Property

- Does the product access or require services from third-party vendors? Does the product include or access any third-party technology, trademarks/logos, or other content? Does the product include or access any existing company-created technology or content?

6. Privacy and Data

- Will the product collect/store/use any user data? If yes, please describe what data will be collected, what it is used for and how long it will be stored.

7. Distribution

- Where will the company distribute this product? A company owned and existing online property? Third party online properties? Offline distribution?

8. Consumer support

- Has the company's consumer support organization been briefed about the product and anticipated launch? Have FAQs or Consumer Support Solutions been created?

9. Accounting/Tax

- Will the product involve non-standard payments or tax implications?

10. Press and Marketing

- What press or marketing is anticipated for the product launch?