

Launch Pad

 The Opportunity Audit™

 Spark Sessions

 Check-Point

 Launch Pad

Develop a strategic plan outlining how to go to market with your new offering and/or approach.

You have now validated, prioritized and quantified the relative merits of ideas emerging from the Spark Session. **The Launch Pad** makes it all real by determining the best ways to exploit and bring the new opportunity to market.

What Question will it answer?

The Launch Pad answers a basic, yet fundamental question: how do you launch and activate against the new opportunities identified, so you can see a return on your investment? It develops an actionable plan for rolling out new innovations and/or communications to effectively engage active aging consumers.

What do I receive (the output)?

From **The Launch Pad** a complete business plan will be delivered that identifies objectives, strategies and tactics for launch, including action items, owners and timing for all elements of the plan.

What is included?

The Launch Pad is highly customized to the intricacies of your products, the market in which you operate or will enter, and external and internal resources and factors that could impact how and when you go to market. Specific steps include:

- A one-day facilitated session with a cross-functional client team that will be involved in and/or impacted by the launch that will help:
 - Develop a strategic vision for ideal launch outcomes with assigned metrics for success;
 - Identify short and long term objectives;
 - Develop strategies and associated action items with assigned responsibilities and milestones (this could cover areas such as branding, packaging, production and marketing);
- A follow-up session with the key client or core team members to streamline the plan as required or to fill in any blanks essential to roll-out and measurement.

Get in touch:

Contact us to learn how we can help you unlock your potential with consumers 55+



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