

DECISIONFLOW

Go-to-Market and Commercial
Launch Plan

Positioning, packaging, acquisition, enablement, and launch execution

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Evidence rule	Actual artifacts are identified separately from assumed capabilities and simulated outcomes.

EVIDENCE & PUBLISHING INTEGRITY

This public portfolio edition distinguishes actual evidence, assumed continuity steps, simulated case-study outcomes, targets, and recommendations. Simulated customers, commercial results, benchmarks, incidents, quotations, and later-lifecycle outcomes are illustrative and must not be interpreted as results from a live commercial product. Evidence labels are retained throughout the package to support transparent and responsible interpretation.

Document Control

Control	Definition
Purpose	Document the Launch phase for Go-to-Market and Commercial Launch Plan.
Primary audience	Hiring managers, product leaders, launch stakeholders, engineering, customer success, and operations.
Evidence classes	Actual artifact / assumed post-development capability / simulated launch outcome / recommendation.
Scenario assumption	All development P0 release gates are assumed complete before the simulated controlled launch begins.
Ethical use	Do not present simulated customer evidence, revenue, testimonials, or performance figures as real-world results.
Change control	Publication rule: retain evidence labels unless content is replaced by documented real-world observations.

Actual Project Artifacts

- [Low-Fidelity Prototype](#)
- [High-Fidelity Prototype](#)
- [MVP Frontend Repository](#)
- [MVP Backend Repository](#)

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GTM Objective

The go-to-market objective is to establish a repeatable path from problem awareness to verified product value among meeting-heavy individual decision owners in technology organizations. The launch does not attempt to win the entire meeting-assistant market. It focuses on individuals whose roles require structured, defensible decisions and on organizations willing to sponsor that personal workflow before broader collaboration is built.

Evidence classification - Actual: public prototypes, repository references, uploaded MVP development baseline, and prior Product/Plan/Develop artifacts. Assumed: the production-ready v1.0 core capabilities documented in DEV-06 as completed for the launch scenario. Simulated: user behavior, commercial results, AI benchmarks, incidents, quotations, and launch outcomes.

Ideal Customer Profile

Dimension	Launch ICP	Disqualifier
Company	B2B SaaS or technology-enabled business, 20-500 employees	Very low meeting volume or no cross-functional work.
User role	Product, engineering, program, operations, leadership, or founder decision owner	No recurring decisions or no need to preserve rationale.
Problem signal	Repeated decisions, weak rationale history, unclear ownership, slow onboarding	Satisfied with transcripts and summaries alone.
Technology readiness	Already uses AI meeting tools, project tools, or structured collaboration	No approval for third-party AI processing.
Champion	Product/engineering leader accountable for execution	No owner for onboarding or workflow change.
Data fit	Can supply approved transcripts or notes for launch use	Content cannot leave a restricted environment without enterprise controls.

Buying Committee

Role	Primary concern	Launch message	Proof required
Economic buyer	Productivity, execution, risk, ROI	Reduce repeated work and preserve decision context.	Adoption, time saved, retention, and commercial terms.
Champion	Workflow improvement and visibility	Turn notes and meeting content into trusted, explainable decision records.	Fast time-to-value and sponsor/user acceptance.
End user	Accuracy, control, low effort	AI assists; you approve every final record.	Editable outputs, evidence, reliable resume.
Security / IT	Data use, access, retention, providers	Secure processing, explicit ownership, deletion, and auditability.	Security documentation and architecture review.
Procurement	Scope, support, pricing	Transparent package and pilot-to-contract path.	Order form, SLA, privacy terms, and support model.

Positioning and Messaging

Positioning statement - For knowledge workers who lose critical context when evaluating important choices, DecisionFlow is an AI Decision Intelligence workspace that transforms notes or transcripts into reviewed decisions, explainable recommendations, transparent comparisons, and a searchable personal decision history. Unlike meeting summarizers, DecisionFlow is designed around the decision lifecycle and explicit human approval.

Message layer	Copy	Evidence / demonstration
Category	Decision Intelligence for individual decision owners.	Show decision workflow rather than transcript summary.
Primary value	From conversation to trusted decision in minutes.	Time-to-finalization and completion funnel.
Trust	Every output is editable, evidence-linked, versioned, and user-approved.	Review screen, provenance, and audit history.
Memory	Find what you decided, why, which evidence mattered, and what changed.	Decision library and search demonstration.
Execution	Preserve next steps and revisit finalized decisions.	Final snapshot, action notes, and decision retrieval.

Packaging and Pricing Hypothesis

Pricing status - The package and prices below are simulated launch hypotheses for portfolio demonstration, not actual DecisionFlow commercial offers.

Package	Illustrative price	Included	Primary customer
Starter	\$220 per sponsored account / month	One named user, decision creation, AI extraction, review, recommendation, personal library, and limited monthly AI usage.	Individual PMs and founders sponsored personally or by an organization.
Professional	\$460 per sponsored account / month	Up to two named users with separate private libraries, higher limits, longer history, advanced templates, priority support, and export when available. No shared workspace or collaboration.	Frequent individual decision owners and organization-sponsored independent seats.
Team - planned	Design-partner pricing	Shared workspaces, reviewers, permissions, comments, and integrations after post-launch validation.	Teams requesting collaboration; not generally available at v1.0.
Business / Enterprise - roadmap	Custom discovery engagement	SSO, admin controls, advanced retention, audit, regional processing, and enterprise support after development evidence exists.	Future design partners; not a launch package.

Acquisition Channels

Channel	Role in launch	Primary asset	Success signal
Founder-led outreach	Recruit high-fit design partners and buyers.	Personalized workflow assessment and demo.	Qualified meeting and onboarding commitment.
Product management content	Create category and problem awareness.	Decision-loss case studies, templates, and workflow guides.	Demo requests and high-intent traffic.
Communities	Reach early adopters and collect feedback.	Live teardown, AMA, or decision-workflow workshop.	Activated accounts and qualitative evidence.
Portfolio and professional communities	Reach decision owners through credible case-study evidence.	Product teardown, decision templates, and workflow workshop.	Qualified individual activation.
Product-led return loop	Encourage a second decision and later retrieval.	Personal reminders, templates, and decision-history prompts.	Second-decision and retrieval rate.
Targeted paid tests	Test problem-message resonance, not scale.	Small LinkedIn/search campaigns.	Cost per qualified demo and activation.

Launch Campaign Plan

Period	Campaign objective	Activities	Owner	Output
W-4 to W-2	Build pipeline and proof assets	Finalize website, demo, security brief, onboarding, target list, launch narrative.	Product + Marketing	Ready campaign and qualified cohort.
W-2 to W0	Recruit and prepare	Direct outreach, demo sessions, consent, account setup, baseline interview.	Product + Sales/CS	Confirmed launch cohort.
W1-W2	Activate	Guided onboarding, first-decision challenge, office hours, daily issue review.	CS + Product	First verified decisions and friction log.
W3-W6	Build habit	Second-decision prompts, retrieval use cases, weekly usage summary, and success checkpoints.	CS + Product	Repeat use and expansion signals.
W7-W10	Optimize	Pricing, onboarding, messaging, and explainability experiments.	Product + Growth	Evidence for package and roadmap.
W12	Gate review	Executive review of product, AI, customer, business, and operational evidence.	Product lead	Scale / Iterate / Stop decision.

Enablement Assets

- Three-minute product narrative: problem, decision workflow, trust model, and outcome.
- Role-specific demo paths for Product, Engineering, Operations, and Leadership.
- Security and AI data-processing brief.
- One-page onboarding checklist and first-decision template.
- ROI worksheet based on documentation time, repeated meetings, and onboarding effort.
- Objection guide covering accuracy, hallucination, AI provider use, workflow change, and integration scope.
- Pilot success plan with measurable customer and product outcomes.

Illustrative Launch Budget

Category	Illustrative budget	Rationale
Content and launch assets	\$5,000	Website, product video, security brief, customer templates.
Community and events	\$3,500	Workshops, webinars, and community sponsorship.
Targeted acquisition tests	\$6,000	Small paid experiments focused on qualified demand.
Customer onboarding and support	\$4,500	Office hours, training, and onboarding resources.
Infrastructure and AI usage	\$5,000	Launch capacity, monitoring, and provider budget.
Contingency	\$4,000	Incident response, additional support, and launch fixes.
Total	\$28,000	Simulated case-study budget.

GTM Experiment Backlog

ID	Hypothesis	Experiment	Primary metric	Decision rule
GTM-01	Decision-loss positioning outperforms meeting-summary positioning.	A/B landing-page hero for qualified traffic.	Demo conversion.	Adopt if lift $\geq$ 15% with no quality decline.
GTM-02	Guided first-decision onboarding improves activation.	Compare guided session with self-service cohort.	24-hour activation.	Adopt if lift $\geq$ 10 percentage points.
GTM-03	Completing a second decision creates stronger retention than one-time use.	Prompt activated users with a second-decision template after 3-5 days.	Week-4 retention.	Prioritize if second-decision cohort is $\geq$ 12 points higher.
GTM-04	Usage-based AI limits are easier to understand than abstract credits.	Test meetings/decisions versus token credits.	Pricing comprehension.	Use package with higher comprehension and intent.
GTM-05	A concise AI and privacy brief reduces purchase hesitation.	Send before versus after technical review.	Days to purchase decision.	Standardize if median cycle shortens $\geq$ 20%.

Commercial Governance

- Do not describe simulated launch metrics as actual traction.
- Do not publish customer logos, quotations, or benchmark claims without explicit evidence and permission.
- Pricing changes require a recorded rationale, affected cohort, and effective date.
- All launch contracts must align with supported features, data processing, retention, and support commitments.
- The Week-12 gate review owns the Scale / Iterate / Stop recommendation; revenue alone cannot override trust or security failures.