

PRODUCT LAUNCH

SafeHome Lock

Smart door lock with fingerprint, PIN and app access

5 September 2026 · Product & Marketing · Go-to-market plan



Agenda

01

Product

02

Audience

03

Launch plan

04

Success

01

PRODUCT



**Your home, opened only by
people you trust.**

The promise

PRODUCT

Meet SafeHome Lock

Smart door lock with fingerprint, PIN and app access

SafeHome replaces keys with fingerprint, PIN and phone access, and alerts you whenever the door is opened.



Product hero shot

Key features

1

Five ways to open

Fingerprint, PIN, card, app or key.

2

Instant alerts

Know who came in and when.

3

Guest codes

Time-limited codes for visitors.

02

AUDIENCE

AUDIENCE

Who it is for



Photo

Ankit, 34

WORKING PARENT

Wants to know when kids reach home.



Photo

Farah, 41

LANDLORD

Shares codes with tenants safely.



Photo

Vivek, 29

TECH LOVER

Controls everything from his phone.

Why it wins

Typical alternatives

- Complicated set-up
- Generic features
- Hidden costs

vs

SafeHome Lock

- Ready in minutes
- Built for this audience
- Simple, honest pricing

03

LAUNCH PLAN

Launch timeline

T-6 wks

Seed

Beta users and early reviews

Launch

Go live

Event, press and creators

T-2 wks

Tease

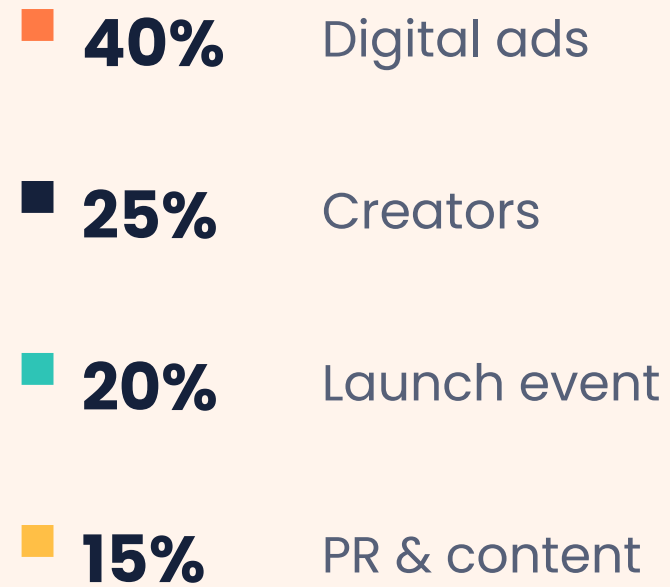
Countdown content and waitlist

T+4 wks

Sustain

Offers, reviews and referrals

Launch budget



Sample data for illustration.

Campaign visuals



Image 1



Image 2



Image 3

Hero film

30-second launch video

Social kit

Posts, stories and reels

Retail

Shelf and display materials

04

SUCCESS

SUCCESS

What success looks like

50K

sign-ups in 30 days

4.5★

average review

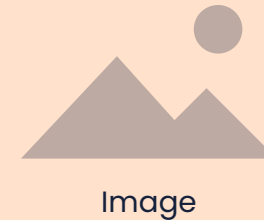
20%

trial-to-paid conversion

Targets, not results.

Risks and mitigations

- ▶ Stock-outs: buffer inventory at two warehouses
- ▶ Support load: extra shifts in launch week
- ▶ Negative reviews: rapid-response team
- ▶ Delays: weekly go/no-go checkpoints





Ready for launch

Questions, ideas, last-minute checks?

Product & Marketing team