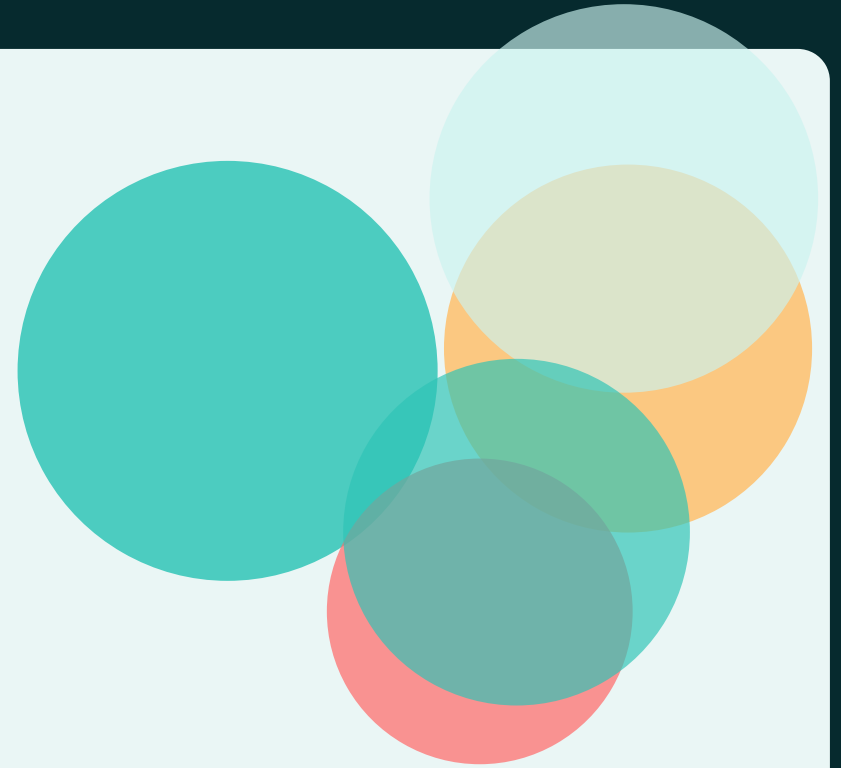


PRODUCT LAUNCH

Ledgerly Accounting App

GST-ready billing and books for small businesses

15 January 2027 · Product & Marketing · Go-to-market plan



Agenda

01

Product

02

Audience

03

Launch plan

04

Success

01

PRODUCT

KEY IDEA

**Billing in seconds. Books
always ready.**

The promise

Meet Ledgerly Accounting App

GST-ready billing and books for small businesses

Ledgerly creates GST invoices, tracks payments and prepares returns, on mobile and desktop.



Product hero shot

Key features

1

GST invoices

Create and share in seconds.

2

Payment reminders

Automatic follow-ups.

3

Reports

Profit, stock and tax at a glance.

02

AUDIENCE

Who it is for



Imran, 38
SHOP OWNER

Wants quick billing.



Pooja, 30
FREELANCER

Needs clean invoices.



Suresh, 45
WHOLESALE

Tracks credit customers.

Why it wins

Typical alternatives

- ✓ Complicated set-up
- ✓ Generic features
- ✓ Hidden costs

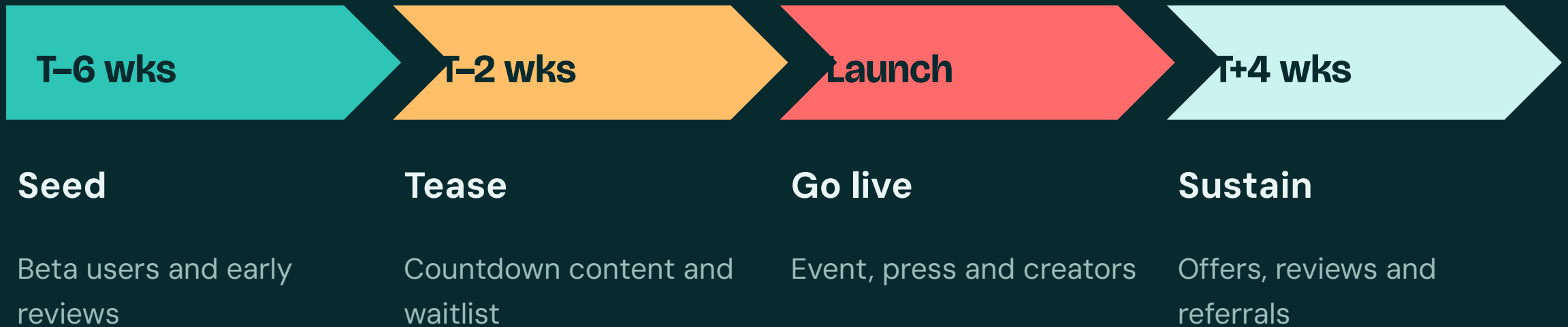
Ledgerly Accounting App

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

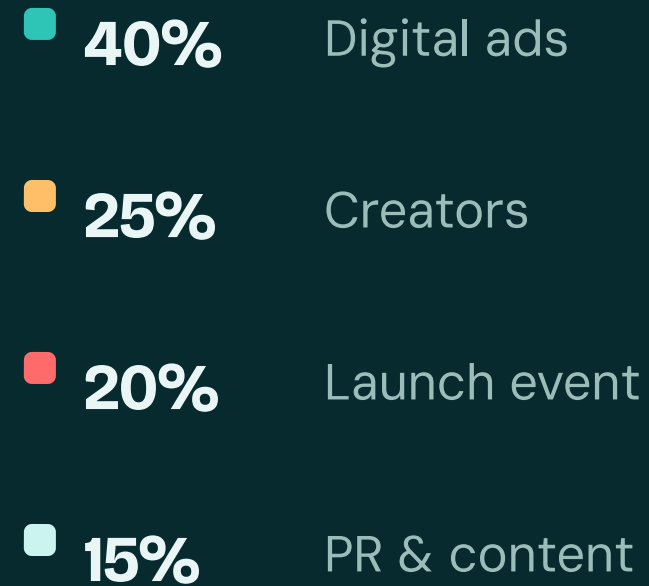
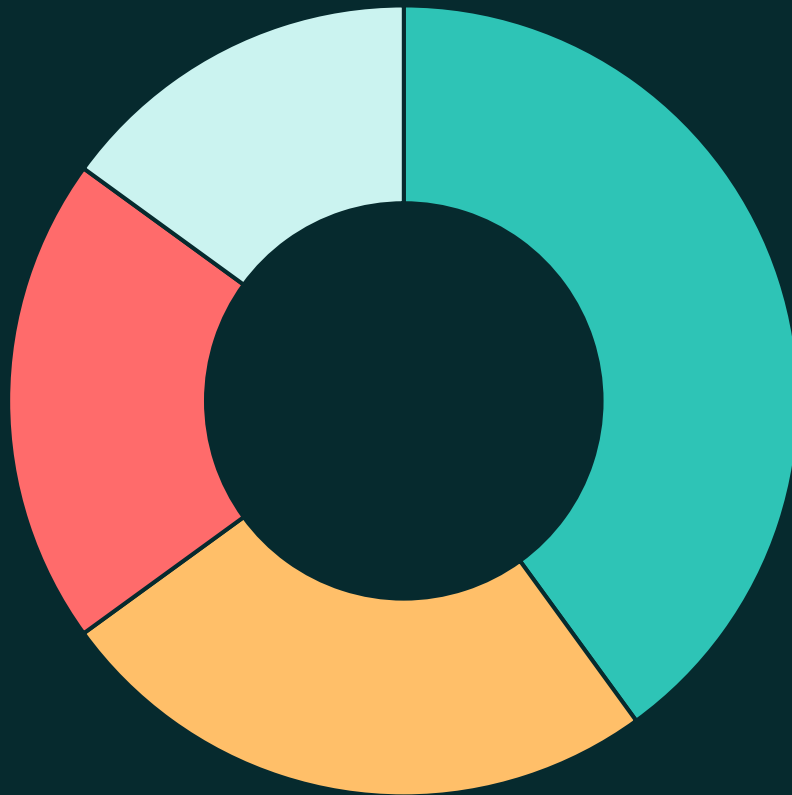
03

LAUNCH PLAN

Launch timeline



Launch budget



Sample data for illustration.

Campaign visuals



Image 1

Hero film

30-second launch video



Image 2

Social kit

Posts, stories and reels



Image 3

Retail

Shelf and display materials

04

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



Image

Ready for launch

Questions, ideas, last-minute checks?

Product & Marketing team