

PRODUCT LAUNCH

SafeHome Lock

Smart door lock with fingerprint, PIN and app access

LAUNCH DATE

5 September 2026

TEAM

Product & Marketing

STATUS

Go-to-market plan



02 | Agenda

01 Product

02 Audience

03 Launch plan

04 Success



01

PRODUCT



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

The promise

05 | 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

06 | Key features



Five ways to open

Fingerprint, PIN, card, app or key.



Instant alerts

Know who came in and when.



Guest codes

Time-limited codes for visitors.

02

AUDIENCE

08 | Who it is for



Ankit, 34
WORKING PARENT

Wants to know when kids reach home.



Farah, 41
LANDLORD

Shares codes with tenants safely.



Vivek, 29
TECH LOVER

Controls everything from his phone.

09 | Why it wins

Typical alternatives

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

SafeHome Lock

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

03

LAUNCH PLAN

11 | Launch timeline

T-6 wks

Seed

Beta users and early reviews

Launch

Go live

Event, press and creators

T-2 wks

Tease

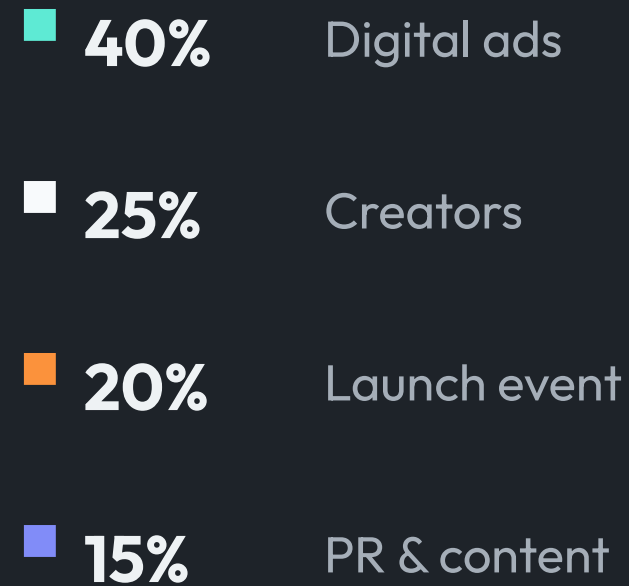
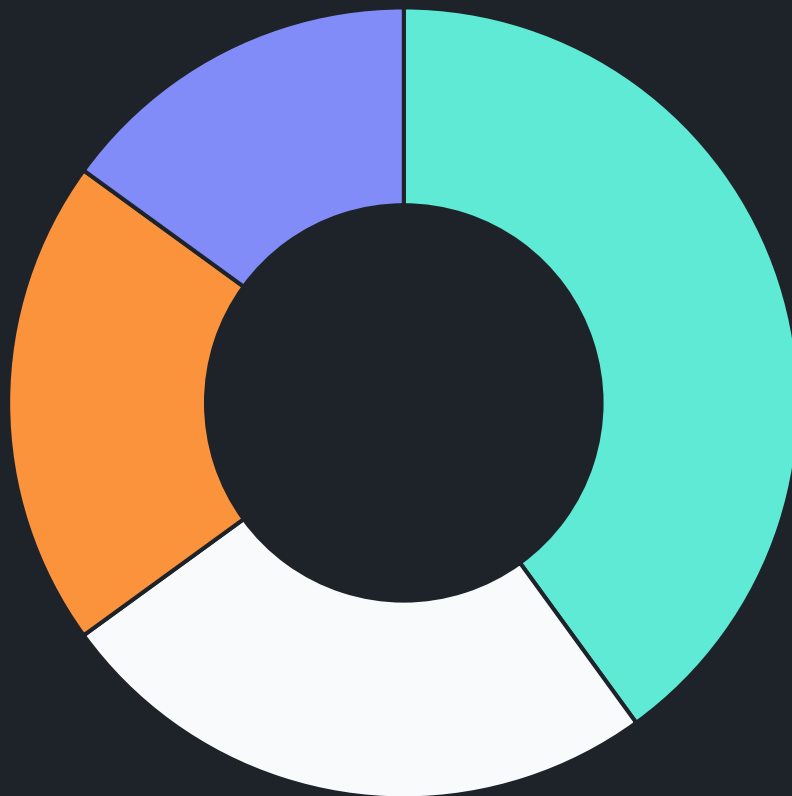
Countdown content and
waitlist

T+4 wks

Sustain

Offers, reviews and referrals

12 | Launch budget



Sample data for illustration.

13 | 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

15 | What success looks like

50K

sign-ups in 30 days

4.5★

average review

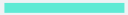
20%

trial-to-paid conversion

Targets, not results.

16 | 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