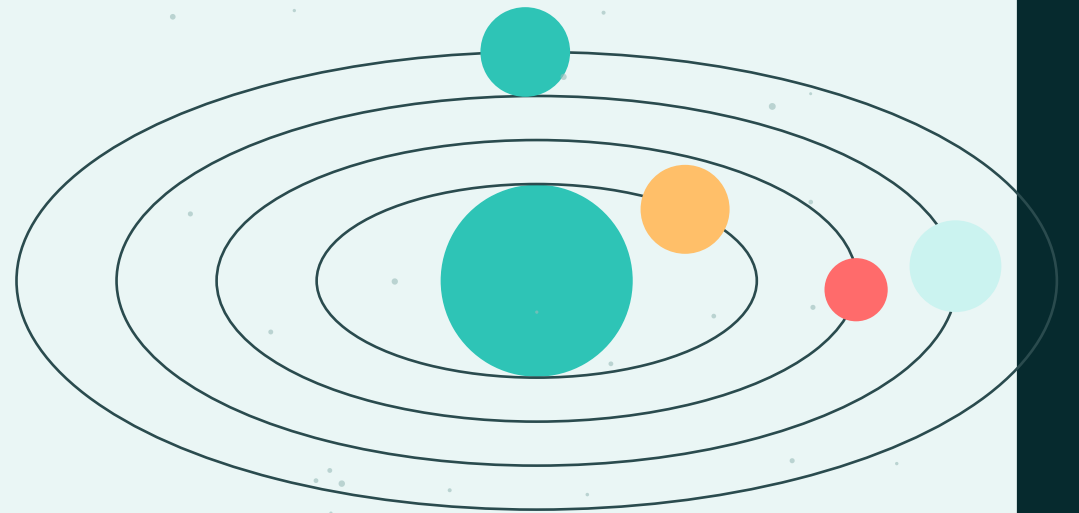


PRODUCT LAUNCH

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



KEY IDEA

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

The promise

Meet SafeHome Lock



Product hero shot

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.

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.

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

Launch timeline

T-6 wks

Seed

Beta users and early reviews

Launch

Go live

Event, press and creators

T-2 wks

Tease

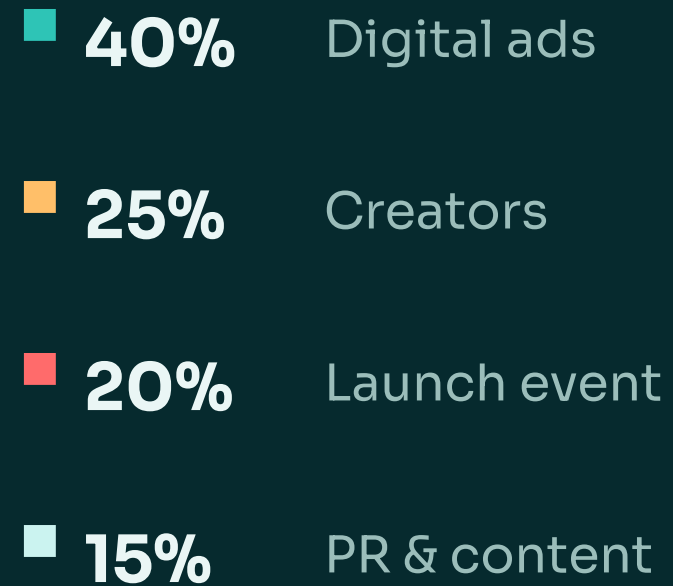
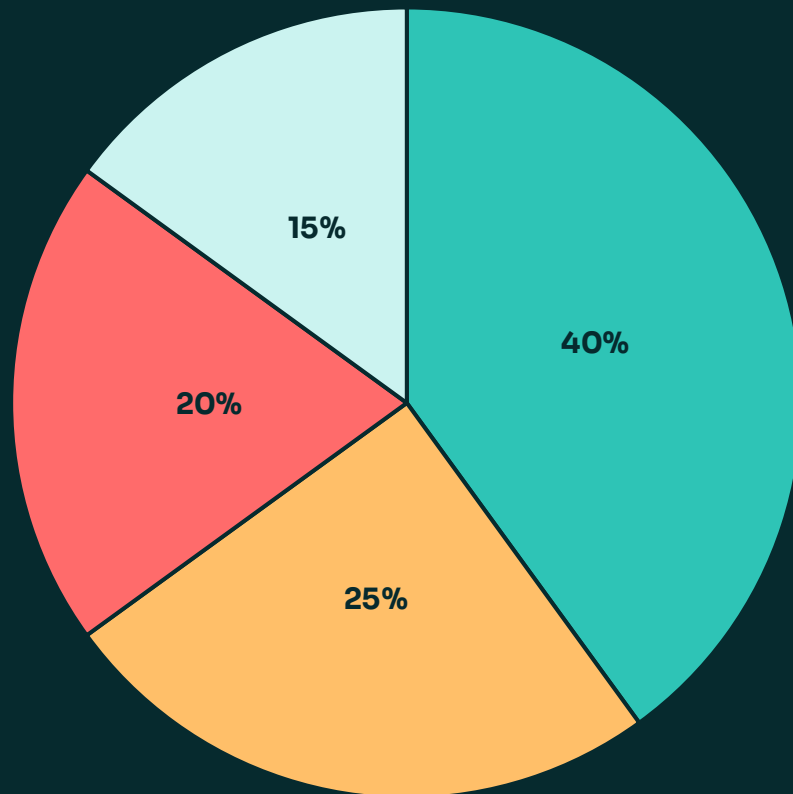
Countdown content and waitlist

T+4 wks

Sustain

Offers, reviews and referrals

Launch budget



Sample data for illustration.

Campaign visuals



Image 1

Hero film

30-second launch video



Image 2

Social kit

Posts, stories and reels



Image 3

Retail

Shelf and display materials

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