

PRODUCT LAUNCH

Ledgerly

Simple accounting and GST billing for
small shops

LAUNCH DATE

1 July 2026

TEAM

**Product &
Marketing**

STATUS

**Go-to-market
plan**



Agenda

01

Product

02

Audience

03

Launch plan

04

Success

01

PRODUCT



**Close your books in
minutes, not weekends.**

The promise

Meet Ledgerly

Simple accounting and GST billing for small shops

Ledgerly turns a phone into a billing counter, tracks stock and files GST-ready reports, so shop owners spend less time on paperwork.



Product hero shot

Key features



One-tap billing

Bills with GST in seconds.



Stock alerts

Know before items run out.



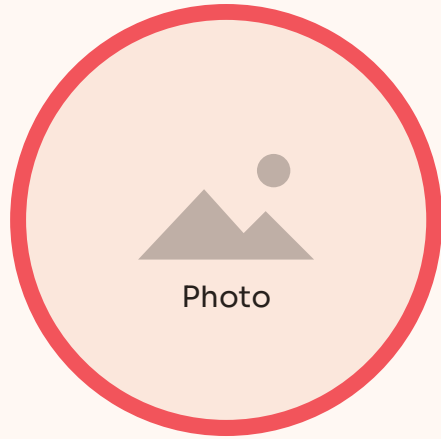
Easy reports

GST-ready summaries every month.

02

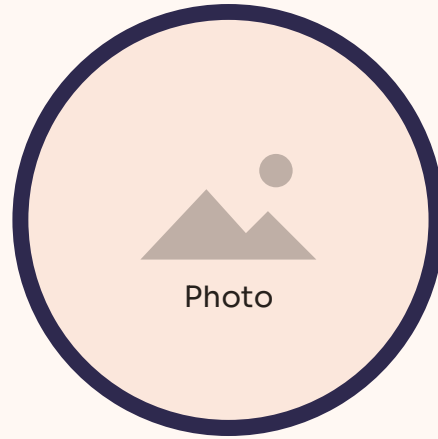
AUDIENCE

Who it is for



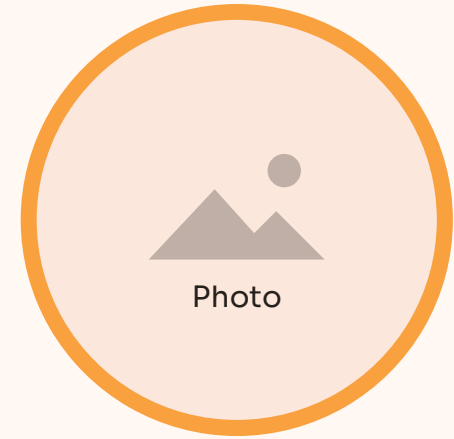
Suresh, 45
KIRANA OWNER

Wants fast billing and simple stock tracking.



Neha, 30
BOUTIQUE OWNER

Needs neat invoices and sales reports.



Imran, 38
HARDWARE DEALER

Manages credit customers and dues.

Why it wins

Typical alternatives

- Complicated set-up
- Generic features
- Hidden costs

vs

Ledgerly

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

03

LAUNCH PLAN

Launch timeline

T-6 wks

Seed

Beta users and early reviews



T-2 wks

Tease

Countdown content and waitlist

Launch

Go live

Event, press and creators

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

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

Ready for launch

Questions, ideas, last-minute checks?

Product & Marketing team

