

PRODUCT LAUNCH

Ledgerly Accounting App

GST-ready billing and books for small businesses

LAUNCH DATE

15 January 2027

TEAM

Product & Marketing

STATUS

Go-to-market plan



CONTENTS

Agenda

01

Product

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Audience

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Launch plan

04

Success

SECTION 01

PRODUCT



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



GST invoices

Create and share in seconds.



Payment reminders

Automatic follow-ups.



Reports

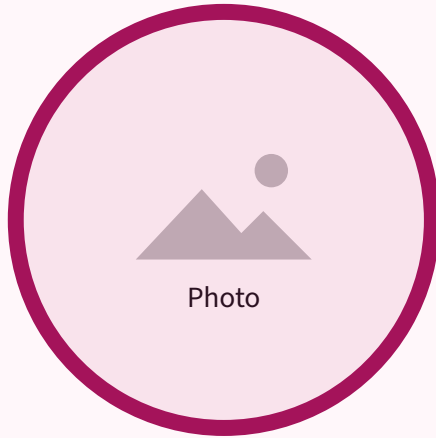
Profit, stock and tax at a glance.

SECTION 02

AUDIENCE

AUDIENCE

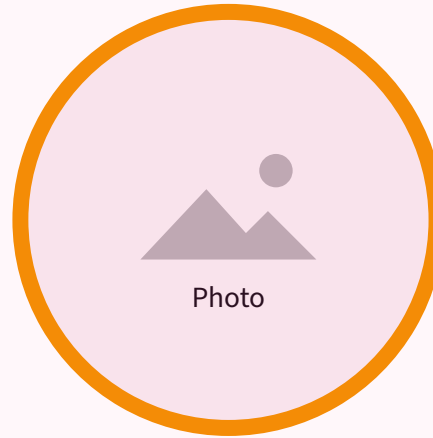
Who it is for



Imran, 38

SHOP OWNER

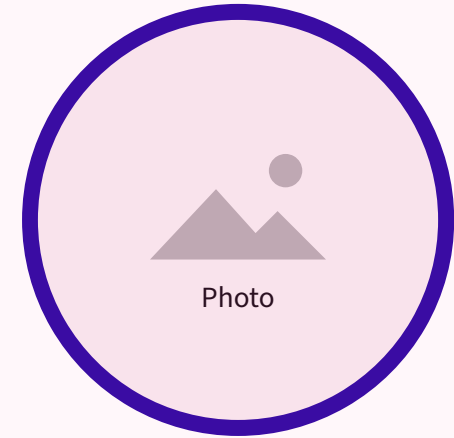
Wants quick billing.



Pooja, 30

FREELANCER

Needs clean invoices.



Suresh, 45

WHOLESALE

Tracks credit customers.

Why it wins

Typical alternatives

- Complicated set-up
- Generic features
- Hidden costs

vs

Ledgerly Accounting App

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

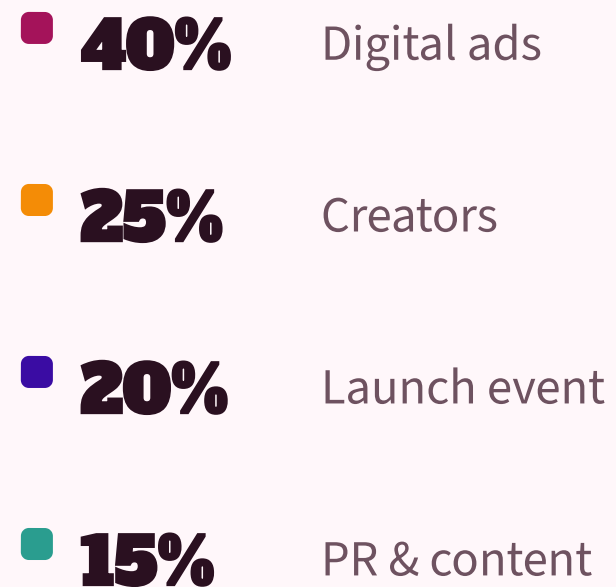
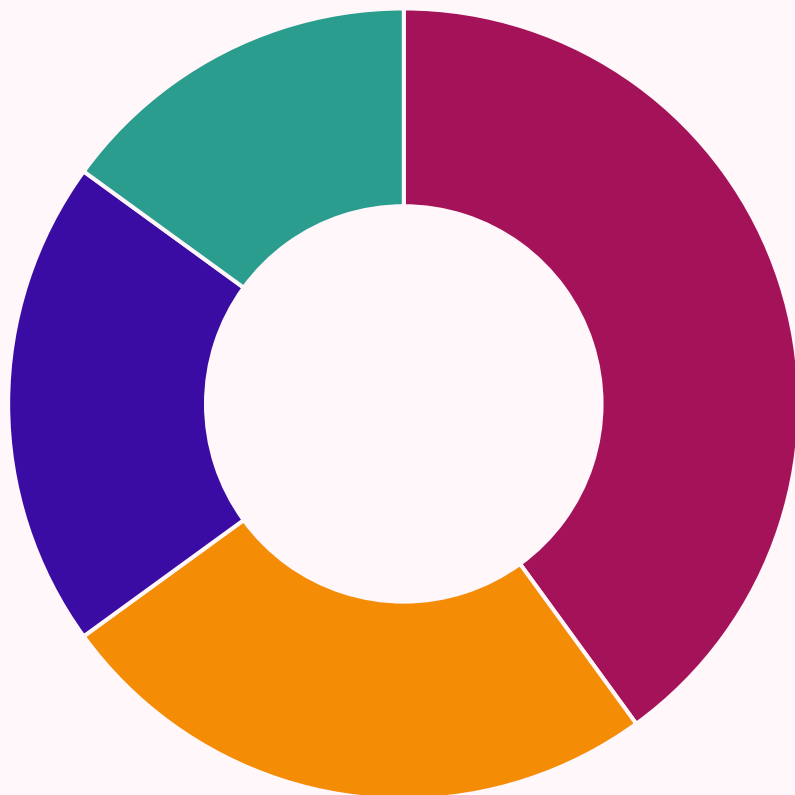
SECTION 03

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

SECTION 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



Image

Ready for launch

Questions, ideas, last-minute checks?

Product & Marketing team

