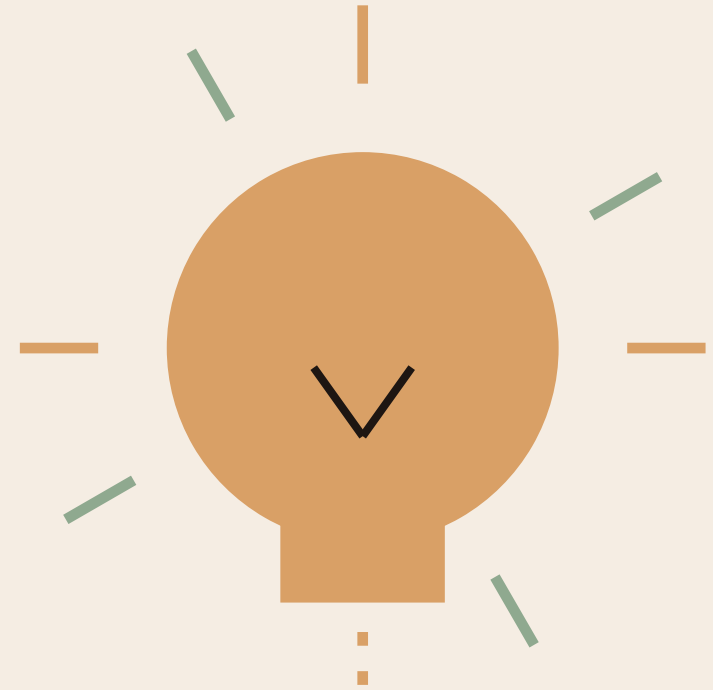


PRODUCT LAUNCH

Ledgerly

Simple accounting and GST billing for small shops

1 July 2026 · Product & Marketing · Go-to-market plan



Agenda

01

Product

02

Audience

03

Launch plan

04

Success



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

The promise

Meet Ledgerly



Product hero shot

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.

Key features



One-tap billing

Bills with GST in seconds.



Stock alerts

Know before items run out.



Easy reports

GST-ready summaries every month.

Who it is for



Photo

Suresh, 45

KIRANA OWNER

Wants fast billing and simple stock tracking.



Photo

Neha, 30

BOUTIQUE OWNER

Needs neat invoices and sales reports.



Photo

Imran, 38

HARDWARE DEALER

Manages credit customers and dues.

Why it wins

Typical alternatives

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

Ledgerly

- 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

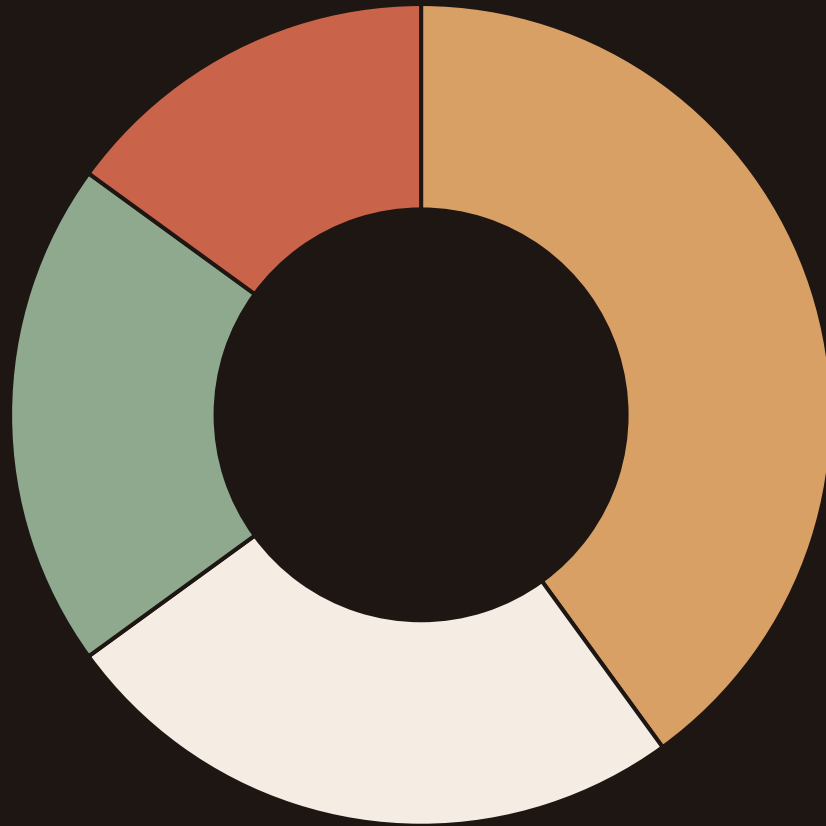
Countdown content and
waitlist

T+4 wks

Sustain

Offers, reviews and referrals

Launch budget



- **40%** Digital ads
- **25%** Creators
- **20%** Launch event
- **15%** PR & content

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