

YOUR LAUNCH DAY PLAYBOOK

Pre-Launch

Weeks -24 to -1

Goal: Build anticipation & remove friction before your first sale.

Task	Owner	Due Date	Status
Finalize launch story & messaging	Marketing Lead	Week -24	<input type="checkbox"/>
Secure 3-5 KOL champions	Clinical Affairs	Week -15	<input type="checkbox"/>
Develop training & onboarding toolkit	Product Training	Week -10	<input type="checkbox"/>
Pre-stage inventory for first accounts	Ops	Week -6	<input type="checkbox"/>
Draft press release & media outreach plan	Comms	Week -4	<input type="checkbox"/>
Create teaser content (behind-the-scenes, countdown posts)	Marketing	Week -4	<input type="checkbox"/>

Week 0

Goal: Turn the date into a **moment**.

Launch Day

Task	Owner	Timing	Channel
Publish press release	PR	9:00 AM	Trade Media
KOLs post on LinkedIn	KOL Champions	10:00 AM	LinkedIn
First-patient milestone announcement	Clinical Affairs	11:00 AM	Company Blog
Live demo surgery or training session	Clinical/Marketing	1:00 PM	Conference or Webinar
CEO launch message (short video)	CEO	3:00 PM	LinkedIn + Email
Team celebration post (behind-the-scenes)	Marketing	5:00 PM	Social

LAUNCH DAY PLAYBOOK

Post-Launch

Weeks +1 to +12

Goal: Convert buzz into **sustained adoption**.

Task	Owner	Due Date	Status
Publish first case study (with outcomes)	Clinical Affairs	Week +4	<input type="checkbox"/>
Conduct customer experience audit	Customer Success	Week +6	<input type="checkbox"/>
Add 2–3 more training/demo sites	Commercial	Week +8	<input type="checkbox"/>
Coordinate second KOL testimonial wave	Marketing	Week +10	<input type="checkbox"/>
Prepare abstract/white paper with early data	Clinical Affairs	Week +12	<input type="checkbox"/>

About Us

Ignite Medtech

We are committed to driving growth for MedTech and health tech startups.

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