Use this spreadsheet to track the cost and activities related to the release of a new product or service.
The cells filled with BLUE text contain information you should replace with your own information.
This worksheet enables you to coordinate all of your activities around a chosen STREET DATE—when your product or service will actually be available to customers.
The layout is designed to project cash requirements so the activities requiring cash first are on top.

[Product / Service] Launch Schedule & Budget

[Product / Service] Expenses

** Street Date **
Sep-01-17

Product Development

Development Activities	Start Date	Due Date	Responsible	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Actual Cost	Budget	% Variance
				-12	-11	-10	-9	-8	-7	-6	-5	-4	-3	-2	-1	Street -Date-	+1	+2	+3	+4	+5	+6			
[Milestone 1]	[Date]	[Date]	[Name]	250																$5,000			$5,250	$ 400	1212.5%
[Milestone 2]	[Date]	[Date]	[Name]		$250																		$250	$ 400	-37.5%
[Milestone 3]	[Date]	[Date]	[Name]			$250																	$250	$ 400	-37.5%
[Milestone 4]	[Date]	[Date]	[Name]				$250																$250	$ 400	-37.5%
Beta Version	[Date]	[Date]	[Name]					$250															$250	$ 400	-37.5%
Pre-Release Version for Press	[Date]	[Date]	[Name]						$250														$250	$ 400	-37.5%
Desktop Publishing of Manual	[Date]	[Date]	[Name]							$250													$250	$ 400	-37.5%
Total Product Development Costs				$250	$250	$250	$250	$250	$250	$250	$0	$0	$0	$0	$0	$0	$0	$0	$0	$5,000	$0	$0	$6,750	$ 2,800	141.1%

Product Management Activities	Start Date	Due Date	Responsible																				Actual Cost	Budget	% Variance
Complete Product Specification	[Date]	[Date]	[Name]	$300																			$300	$ 400	-25.0%
Content Development	[Date]	[Date]	[Name]		$300																		$300	$ 400	-25.0%
Writing, Editing of drafts	[Date]	[Date]	[Name]			$300																	$300	$ 400	-25.0%
Write a competitive Analysis	[Date]	[Date]	[Name]				$300																$300	$ 400	-25.0%
Independent Expert Review / Beta Tests	[Date]	[Date]	[Name]					$300															$300	$ 400	-25.0%
Independent Expert Review / Beta Tests	[Date]	[Date]	[Name]						$300														$300	$ 400	-25.0%
[Milestone z]	[Date]	[Date]	[Name]							$300													$300	$ 400	-25.0%
Total Product Management Activities				$300	$300	$300	$300	$300	$300	$300	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$2,100	$ 2,800	-25.0%

Internet

Website Development	Start Date	Due Date	Responsible	$300	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17											Actual Cost	Budget	% Variance
Site Plan Update	[Date]	[Date]	[Name]	$300																			$300	$ 400	-25.0%
Product / Service Page(s) copy	[Date]	[Date]	[Name]		$300																		$300	$ 400	-25.0%
Home Page Revision	[Date]	[Date]	[Name]			$300																	$300	$ 400	-25.0%
Create supporting links	[Date]	[Date]	[Name]				$300																$300	$ 400	-25.0%
Links to partners's pages	[Date]	[Date]	[Name]					$300															$300	$ 400	-25.0%
Set up shopping cart	[Date]	[Date]	[Name]						$300														$300	$ 400	-25.0%
QA all links	[Date]	[Date]	[Name]							$300													$300	$ 400	-25.0%
xxx	[Date]	[Date]	[Name]								$300												$300	$ 400	-25.0%
xxx	[Date]	[Date]	[Name]									$300											$300	$ 400	-25.0%
Total Website Development Costs				$300	$300	$300	$300	$300	$300	$300	$300	$300	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$2,700	$ 3,600	-25.0%

Marketing

Packaging	Start Date	Due Date	Responsible	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Actual Cost	Budget	% Variance
Package Design	[Date]	[Date]	[Name]	$300																			$300	$ 400	-25.0%
Copy Writing	[Date]	[Date]	[Name]		$300																		$300	$ 400	-25.0%
Copy Review	[Date]	[Date]	[Name]			$300																	$300	$ 400	-25.0%
Package Design Review	[Date]	[Date]	[Name]				$300																$300	$ 400	-25.0%
Film Preparation	[Date]	[Date]	[Name]					$300															$300	$ 400	-25.0%
Determine marketing inserts for box	[Date]	[Date]	[Name]						$300														$300	$ 400	-25.0%
Design marketing inserts	[Date]	[Date]	[Name]							$300													$300	$ 400	-25.0%
Create marketing inserts	[Date]	[Date]	[Name]								$300												$300	$ 400	-25.0%
xxx	[Date]	[Date]	[Name]									$300											$300	$ 400	-25.0%
Total Packaging Costs				$300	$300	$300	$300	$300	$300	$300	$300	$300	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$2,700	$ 3,600	-25.0%

Public Relations	Start Date	Due Date	Responsible	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Actual Cost	Budget	% Variance
Develop Press Materials	[Date]	[Date]	[Name]	$300	$300																		$600	$ 400	50.0%
[activity 2]	[Date]	[Date]	[Name]			$300																	$300	$ 400	-25.0%
[activity 3]	[Date]	[Date]	[Name]				$300																$300	$ 400	-25.0%
[activity 4]	[Date]	[Date]	[Name]					$300															$300	$ 400	-25.0%
Tour of longer-lead publications	[Date]	[Date]	[Name]						$300														$300	$ 400	-25.0%
Tour to meet business market influencers	[Date]	[Date]	[Name]							$300													$300	$ 400	-25.0%
Interviews with short-lead publications	[Date]	[Date]	[Name]								$300												$300	$ 400	-25.0%
Release press release	[Date]	[Date]	[Name]									$300											$300	$ 400	-25.0%
Ensure phones are staffed to handle PR inquiries	[Date]	[Date]	[Name]										$300										$300	$ 400	-25.0%
Facilitate additional post-launch reviews	[Date]	[Date]	[Name]											$300									$300	$ 400	-25.0%
[activity x]	[Date]	[Date]	[Name]												$300								$300	$ 400	-25.0%
[activity x]	[Date]	[Date]	[Name]													$300							$300	$ 400	-25.0%
Total Public Relations Costs				$300	$300	$300	$300	$300	$300	$300	$300	$300	$300	$300	$300	$300	$0	$0	$0	$0	$0	$0	$3,900	$ 4,800	-18.8%

Sales & Marketing Literature	Start Date	Due Date	Responsible	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Actual Cost	Budget	% Variance
Catalog Design & Production	[Date]	[Date]	[Name]			$300																	$300	$ 400	-25.0%
Product Data Sheet	[Date]	[Date]	[Name]				$300																$300	$ 400	-25.0%
Reseller Piece	[Date]	[Date]	[Name]					$300															$300	$ 400	-25.0%
Merchandising Piece	[Date]	[Date]	[Name]						$300														$300	$ 400	-25.0%
Update Sales Training Manual	[Date]	[Date]	[Name]							$300													$300	$ 400	-25.0%
Add to Multimedia Demo	[Date]	[Date]	[Name]								$300												$300	$ 400	-25.0%
Competitive Comparison Chart	[Date]	[Date]	[Name]										$300										$300	$ 400	-25.0%
xxx	[Date]	[Date]	[Name]											$300									$300	$ 400	-25.0%
xxx	[Date]	[Date]	[Name]												$300								$300	$ 400	-25.0%
Total Literature Costs				$0	$0	$300	$300	$300	$300	$300	$300	$0	$300	$300	$300	$0	$0	$0	$0	$0	$0	$0	$2,700	$ 3,600	-25.0%

Advertising	Start Date	Due Date	Responsible	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Actual Cost	Budget	% Variance
[activity 1]	[Date]	[Date]	[Name]	$300																			$300	$ 400	-25.0%
[activity 2]	[Date]	[Date]	[Name]		$300																		$300	$ 400	-25.0%
Internet Link	[Date]	[Date]	[Name]			$3,000																			
Internet Link	[Date]	[Date]	[Name]																						
Publication 1	[Date]	[Date]	[Name]				$300																$300	$ 400	-25.0%
Publication 2	[Date]	[Date]	[Name]					$300															$300	$ 400	-25.0%
Publication 3	[Date]	[Date]	[Name]						$300														$300	$ 400	-25.0%
Publication 4	[Date]	[Date]	[Name]																$300				$600	$ 400	50.0%
xxx	[Date]	[Date]	[Name]																						
Total Advertising Costs				$300	$300	$3,300	$300	$300	$300	$0	$0	$0	$0	$0	$0	$0	$0	$0	$300	$0	$0	$0	$2,100	$ 2,400	-12.5%

[Product / Service] Launch Schedule & Budget

[Product / Service] Expenses

** Street Date ** Sep-01-17	Start Date	Due Date	Responsible	Month: -12	-11	-10	-9	-8	-7	-6	-5	-4	-3	-2	-1	Street - Date -	+1	+2	+3	+4	+5	+6	Actual	$		%
Direct Mail	**Start Date**	**Due Date**	*Responsible*																							
Mail drop to installed base ([quantity])	[Date]	[Date]	[Name]	$300																			$300	$	400	-25.0%
Mail drop to mail lists ([quantity])	[Date]	[Date]	[Name]		$300																		$300	$	400	-25.0%
Mail drop to mail lists ([quantity])	[Date]	[Date]	[Name]			$300																	$300	$	400	-25.0%
Total Direct Mail Costs				$300	$300	$300	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$900	$	1,200	-25.0%
Channel Roll-Out	**Start Date**	**Due Date**	*Responsible*																							
Reseller Promotion1	[Date]	[Date]	[Name]	$300																			$300	$	400	-25.0%
Reseller Promotion2	[Date]	[Date]	[Name]		$300															$5,200			$5,500	$	6,000	-8.3%
Reseller Promotion3	[Date]	[Date]	[Name]			$300																	$300	$	400	-25.0%
Reseller Promotion4	[Date]	[Date]	[Name]				$300																$300	$	400	-25.0%
Total Roll Out Costs				$300	$300	$300	$300	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$5,200	$0	$0	$6,400	$	7,200	-11.1%
Trade Show	**Start Date**	**Due Date**	*Responsible*																							
Trade Show activity #1 - [City]	[Date]	[Date]	[Name]	$300																			$300	$	400	-25.0%
Trade Show activity #2 - [City]	[Date]	[Date]	[Name]		$300																$200		$500	$	400	25.0%
Total				$300	$300	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$200	$0	$800	$	800	0.0%
Total Sales & Marketing Activities				$1,800	$1,800	$4,800	$1,500	$1,200	$1,200	$900	$900	$600	$600	$600	$600	$300	$0	$0	$300	$5,200	$200	$0	$19,500	$	23,600	-17.4%

Production & Fulfillment

Manufacturing / Shipping Activities	Start Date	Due Date	Responsible	-12	-11	-10	-9	-8	-7	-6	-5	-4	-3	-2	-1	Street	+1	+2	+3	+4	+5	+6	Actual	$		%
Manufacturing / Shipping Activities	**Start Date**	**Due Date**	*Responsible*																							
Printing of Boxes	[Date]	[Date]	[Name]	$300					$300						$300				$300				$1,200	$	1,500	-20.0%
Printing of Manuals	[Date]	[Date]	[Name]	$300					$300						$300				$300				$1,200	$	1,500	-20.0%
Printing of Marketing Inserts	[Date]	[Date]	[Name]	$300					$300						$300				$300				$1,200	$	1,500	-20.0%
Disk duplication	[Date]	[Date]	[Name]	$300					$300						$300				$300				$1,200	$	1,500	-20.0%
Product Assembly	[Date]	[Date]	[Name]	$300					$300						$300				$300				$1,200	$	1,500	-20.0%
[activity 6]	[Date]	[Date]	[Name]	$300					$300						$300				$300				$1,200	$	1,500	-20.0%
[activity 7]	[Date]	[Date]	[Name]	$300					$300						$300				$300				$1,200	$	1,500	-20.0%
Total Manufacturing / Shipping Activities				$2,100	$0	$0	$0	$0	$2,100	$0	$0	$0	$0	$0	$2,100	$0	$0	$0	$2,100	$0	$0	$0	$8,400	$	10,500	-20.0%

Sales Forecast

Projected Sales	Start Date	Due Date	Responsible	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Actual	$		%
Projected Sales	**Start Date**	**Due Date**	*Responsible*																							
Catalogs	[Date]	[Date]	[Name]	$1,000												$1,000							$2,000	$	4,000	-50.0%
Strategic Alliances	[Date]	[Date]	[Name]																							
Internet / Affiliates	[Date]	[Date]	[Name]						$5,000																	
Retail	[Date]	[Date]	[Name]		$1,000											$1,000							$2,000	$	4,000	-50.0%
Multi-Level	[Date]	[Date]	[Name]																							
Direct Sales	[Date]	[Date]	[Name]																							
Conferences / Events	[Date]	[Date]	[Name]						$3,500																	
Direct Mail	[Date]	[Date]	[Name]			$1,000											$1,000						$2,000	$	4,000	-50.0%
Direct Advertising	[Date]	[Date]	[Name]				$1,000											$1,000					$2,000	$	4,000	-50.0%
Other Channels	[Date]	[Date]	[Name]					$1,000											$1,000				$2,000	$	4,000	-50.0%
Total Sales				$1,000	$1,000	$1,000	$1,000	$1,000	$5,000	$3,500	$0	$0	$0	$0	$0	$1,000	$1,000	$1,000	$1,000	$0	$0	$0	$10,000	$	20,000	-50.0%

Cost of Sales

		% Total Sales	% Total Sales	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Actual	$		%
Cost of Goods		% Total Sales:	20%	$200	$200	$200	$200	$200	$1,000	$700	$0	$0	$0	$0	$200	$200	$200	$200	$200	$0	$0	$0	$2,000	$	2,000	0.0%
Sales Commissions		% Total Sales:	5%	$50	$50	$50	$50	$50	$250	$175	$0	$0	$0	$0	$50	$50	$50	$50	$50	$0	$0	$0	$425	$	2,510	-83.1%
Royalties		% Total Sales:	0%	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$	2,500	-100.0%
Total Cost of Sales				$250	$250	$250	$250	$250	$1,250	$875	$0	$0	$0	$0	$250	$250	$250	$250	$250	$0	$0	$0	$2,425	$	7,010	-65.4%
*Projected CASH FLOW / Month				($4,000)	($1,900)	($4,900)	($1,600)	($1,300)	($400)	$875	($1,200)	($900)	($600)	($600)	($1,950)	$450	$750	$750	($1,650)	($10,200)	($200)	$0	($31,875)		($30,310)	5.2%
*Projected Cumulative Cash Flow				($4,000)	($5,900)	($10,800)	($12,400)	($13,700)	($14,100)	$875	($325)	($1,225)	($1,825)	($2,425)	($4,375)	($3,925)	($3,175)	($2,425)	($4,075)	($14,275)	($14,475)	($14,475)	($46,350)		($76,660)	-39.5%