

Plan for the launch for a new product

Timeline Estimates

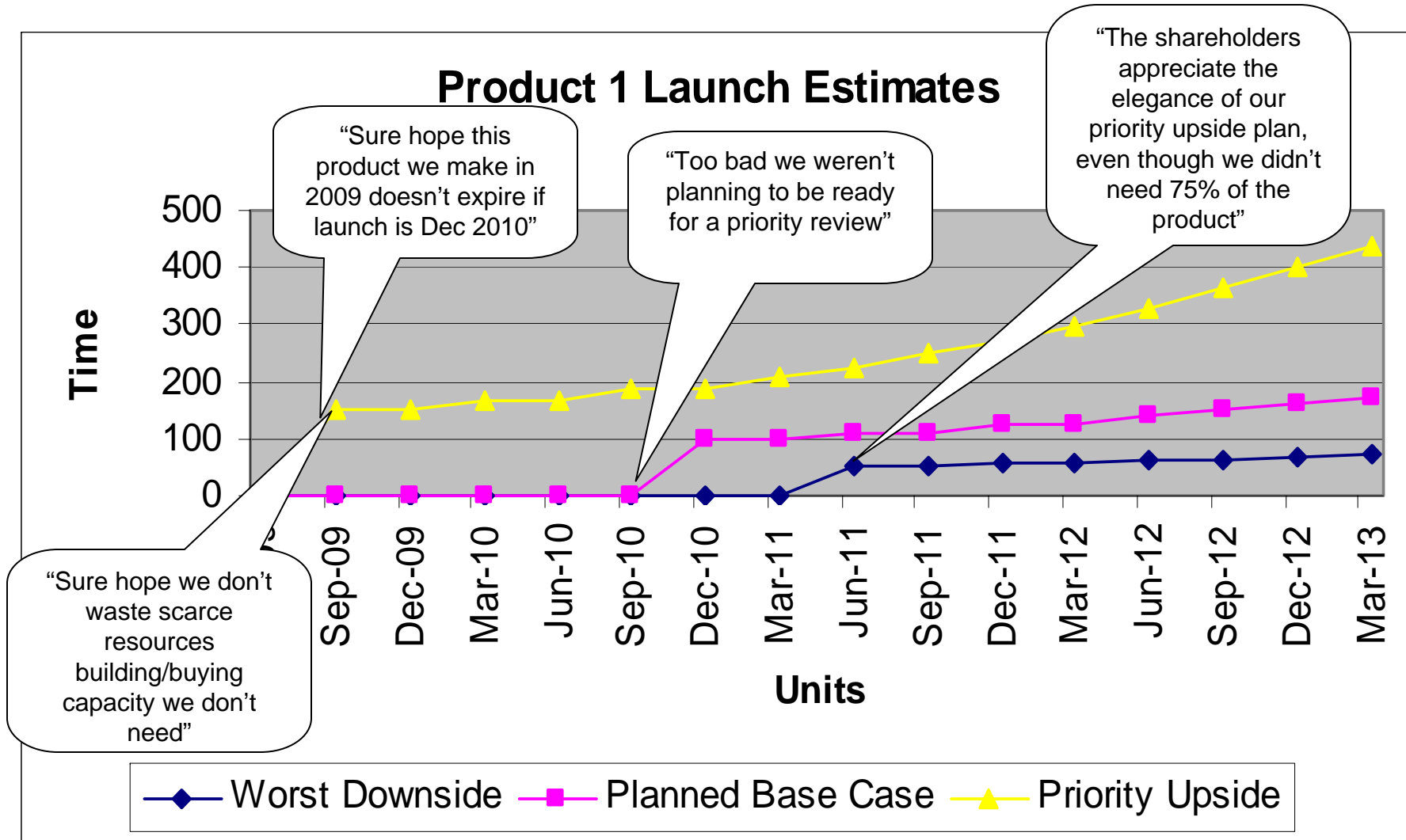
	<u>Begin Ph3</u>	<u>Conclude Ph3</u>	<u>Submit</u>	<u>Approve</u>	<u>Launch</u>
PLAN	Feb 08	Sep 09	Dec 09	Oct 10	Nov 10
PRIORITY	Feb 08	Feb 09	Mar 09	Sep 09	Sep 09
WORST	Feb 08	Feb 10	May 10	May 11	Jun 11

Sales Forecasts

	<u>Launch</u>	<u>Launch+6</u>	<u>Launch+12</u>	<u>Launch+18</u>	<u>Launch+24</u>
Base case	0	100	110	125	150
Upside	0	150	165	190	225
Downside	0	50	55	60	75

Probablized approach?

“Heeerrree’s Your Forecast”



Scenario Planning + Risk Management

