

launchpadd

Pre-Work Workbook

Five focused hours turn an idea into a launch-ready concept. The quality of that session depends on the thinking you do beforehand. This workbook is designed to surface what you already know, reveal what you don't, and give us both a clear starting line.

Client name

Session date

SECTION 00

How to use this workbook

You don't need perfect answers. Rough, honest notes are far more useful than polished guesses. Complete the sections in order — each one builds on the last. If a question doesn't apply, write why. That itself is useful information.

A few guidelines:

- Set aside 60–90 minutes of uninterrupted time.
- Use plain language. Avoid jargon, trend words and acronyms.
- If you get stuck, move on and come back.
- Bring your completed workbook to the session.

This workbook is yours. It is not shared publicly and will not be used for any purpose other than preparing for and conducting your launchpadd session.

SECTION 01

The idea

Before we shape anything, we need to understand the raw idea as it lives in your head today.

Describe your idea in one or two sentences.

Imagine explaining it to someone who has never heard of it. Avoid industry language.

What problem are you solving, or what desire are you fulfilling?

Be specific. What is the moment of frustration or ambition that makes someone need this?

Where did this idea come from?

Personal experience, a gap you noticed, a skill you have, a frustration you felt — context matters.

What makes you the right person to build this?

Credentials help, but so do curiosity, lived experience and unfair advantages.

SECTION 02

The audience

A business without a precise audience is just a hope. The clearer we are about who this is for, the easier every later decision becomes.

Who is your ideal customer or user?

Demographics (age, role, location) and psychographics (values, fears, ambitions) both matter.

Who is this definitely not for?

Exclusions are as useful as inclusions. They sharpen your message and protect your scope.

What do they already believe about this problem?

Existing beliefs shape how people hear your offer.

Where do they currently go to solve this?

Competitors, substitutes, workarounds and doing nothing are all valid answers.

SECTION 03

The offer

Now we turn the idea into something someone can actually buy or use.

What is the product or service, exactly?

Describe the format, delivery and scope in plain terms.

What are the main features or components?

List the tangible things someone receives.

What is the promised outcome or transformation?

People buy results, not features. What changes for them?

What is your instinct on pricing?

A rough number is fine. Include any reasoning or doubts.

SECTION 04

Brand and positioning

This is where we begin to find the voice and stance that will make your idea memorable.

If your business were a person, how would you describe them?

Three to five adjectives. e.g. calm, rigorous, warm, provocative, refined.

What do you want people to feel when they encounter your brand?

First impressions are strategic.

What makes this different from the obvious alternatives?

Don't worry about being unique. Worry about being clearly different.

Are there any words, phrases or visual directions you already love or hate?

This saves us from heading somewhere that feels wrong.

SECTION 05

The first 90 days

Every launchpadd session ends with a prioritised 90-day plan. Your input here helps us build something realistic, not just ambitious.

What are the three most important things to achieve in the next 90 days?

Limit yourself to three. Forced prioritisation reveals what actually matters.

What could realistically stop you?

Time, money, skills, confidence, dependencies — name them.

What help, resources or decisions do you need from others?

No founder does this alone.

How will you know the session was a success?

A clear decision, a named target, a feeling — all valid.

Before the session

Bring this workbook, a notebook, and an open mind. The session will be direct, practical and entirely focused on turning your answers into a clear, launch-ready concept.

If anything in this workbook shifted your thinking significantly, make a quick note of it here:
