

# READY, SET, LAUNCH

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## COUNTRY LAUNCH CANVAS

### Recap of the product vision and country selection:

For \_\_\_\_\_, \_\_\_\_\_ prioritized based on \_\_\_\_\_.

\_\_\_\_\_.

## Target user

## Key stakeholders



## Key barriers to scale

See page 28, Barrier Assessment Tool, RSL

## Key launch activities across the five core components of scale-up



## Market size



See page 27, Market Assessment Tool, RSL

## Potential interventions to overcome these barriers

See page 37, Intervention Design Tool, RSL

## Scale-up targets

See page 46, Monitoring and Evaluation Tool, RSL

## Key indicators

