Prepared for

Luma directors

Prepared by

Maya Lindqvist
Ormsund Studio

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Luma desk lamp: launch plan

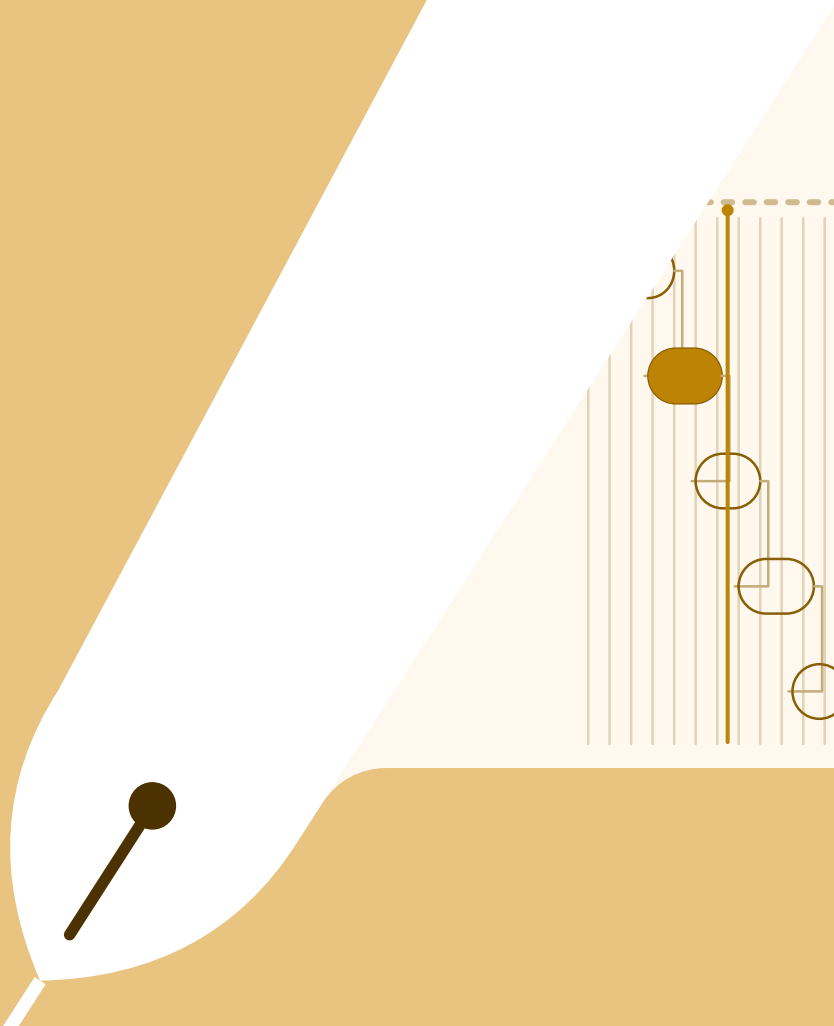


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Summary

Luma is a dimmable desk lamp with a wireless charging base. It launches in the brand's own online store first and rolls out to three retail partners over the three weeks after. This document holds the whole plan: timeline, budget, sales forecast and risks.

Launch date
11/26/2026

Owner
Maya Lindqvist

Goal for the first 30 days
1,200 units

Price position
Mid-range, above the supermarket lamps

01 The product



Luma Sand
Warm white shade, oak base. The colour we lead with.



Luma Graphite
Matte dark grey, for desks with a lot of black.



Luma Sage
Limited first run of 300; only in the brand's own store.

02 Positioning

> **The lamp that gives your desk back: light, charging and nothing else.**

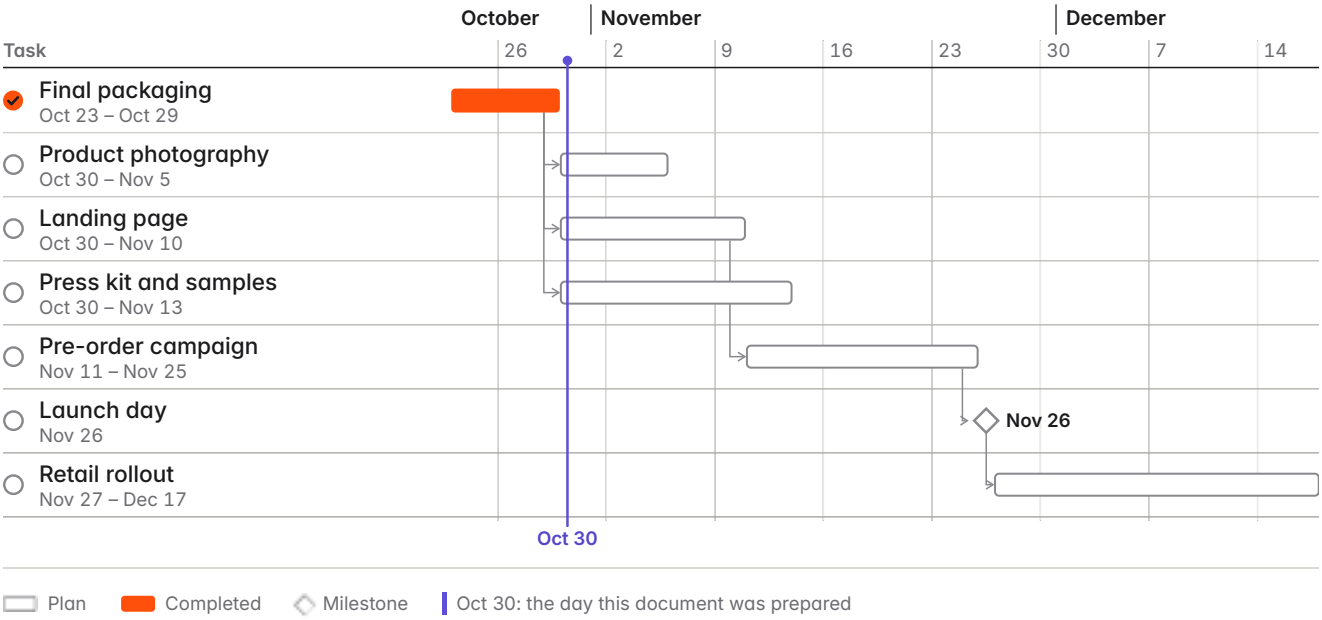
- **For whom:** people who work from home and are tired of cables
- **Proof:** 50,000-hour LED, replaceable shade, five-year guarantee
- **We do not say:** “smart”. There is no app, and that is the point

03 Where we are

1	2	3	4	5	6
Research	Prototype	Launch prep	Pre-orders	Launch	Retail
Completed	Completed	In progress	Waiting	Waiting	Waiting

04 Timeline

Tasks wait for the ones they depend on; if one slips, everything that depends on it slips too.



05 Launch board

To-do 3

Send samples to twelve reviewers
Nov 10 · 1/3 · Plum

Retail price sheet
Nov 17 · Blue

Customer support answers
The ten questions we expect on day one.
Nov 23 · Green

In progress 2

Landing page
Hero photo: from the product shoot.
Nov 10 · 17:00 · 2/4
Blue · Plum

Launch film, 40 seconds
Nov 13 · 1/3 · Red

Waiting for approval 1

Packaging insert
Nov 6 · Yellow

Done 2

Name and trademark check
2/2

Safety certification
1/1

06 Budget

Item	Planned	Spent so far	Left
Photography and film	$6,500	$3,400	$3,100
Landing page	$4,200	$3,800	$400
Paid social	$9,000	$2,400	$6,600
Review samples	$1,800	$1,650	$150
Launch evening	$3,500		$3,500
Total	$25,000	$11,250	$13,750

07 Sales forecast, first 30 days

Channel	Units	Price	Revenue	Share
Online store	700	$129	$90,300	63%
Pre-orders	300	$119	$35,700	25%
Retail partners	200	$84	$16,800	12%
Total	1,200		$142,800	100%

08 Launch day, hour by hour

Time	What happens	Who
08:00	Store goes live; last check of checkout and stock	Jonas
09:00	Announcement email to 8,400 subscribers	Maya
10:00	Launch film on all channels	Priya
12:00	First numbers; fix what is broken before anything else	Everyone
18:00	Launch evening at the studio	Maya

09 Risks

Risk	How likely	What we do about it
Shipment from the factory arrives late	Possible	Pre-orders ship in two batches; say so on the product page
Sage sells out on day one	Likely	Waiting list instead of “sold out”
Reviews arrive after launch	Possible	Samples leave sixteen days early

10 Decisions for the directors

Four decisions keep this plan on schedule. Each date is the last day that moves nothing else.

Decision	Owner	Due
Sage first run: 300 units, as planned, or 500	Product director	Nov 5
Pre-order price: 119, against 129 in the store	Finance director	Nov 9
Launch evening: release the 3,500 budget	Managing director	Nov 12
Retail rollout: three partners, as planned, or five	Sales director	Nov 16

11 Calendar

November 2026

15 events

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	**3**	4	5	**6**	7
← Product photography						
← Landing page						
← Press kit and samples						
		09:00 **Photo shoot**			**Packaging insert**	
8	9	**10**	**11**	12	**13**	14
← Landing page			Pre-order campaign			
← Press kit and samples						
		Send samples to twelve reviewers	10:00 **Pre-orders open**		**Launch film, 40 seconds**	
		17:00 **Landing page**				
15	16	**17**	18	19	20	21
← Pre-order campaign						
		Retail price sheet				
22	**23**	24	25	**26**	27	28
← Pre-order campaign					Retail rollout	
	Customer support answers			**Launch day**		
				18:00 **Launch evening**		
29	30					
← Retail rollout						

December 2026

2 events

Nov 27 – Dec 17	Fri – Thu		Retail rollout
Dec 4	Fri	14:00	First-week review

12 Samples and press shipments

Every sample that leaves before launch, in the order it ships. The twelve reviewers' samples go out sixteen days ahead.

	Recipient	City	Colour	Ships	Status
01	Product photographer	Stockholm	All three	Oct 30	Shipped
02	Film studio	Stockholm	Sand	Oct 30	Shipped
03	Department store buyer	Copenhagen	Sand	Nov 2	Packed
04	Design shop buyer	Oslo	Graphite	Nov 2	Packed
05	Online retailer buyer	Hamburg	Sand	Nov 2	Packed
06	Interior architect	Gothenburg	Sand	Nov 4	Scheduled
07	Co-working space	Berlin	Graphite	Nov 4	Scheduled
08	Furniture showroom	Malmö	Graphite	Nov 5	Scheduled
09	Lighting designer	Helsinki	Sage	Nov 5	Scheduled
10	Architecture studio	Aarhus	Sand	Nov 6	Scheduled
11	Boutique hotel	Copenhagen	Graphite	Nov 6	Scheduled
12	Design magazine	London	Sand	Nov 10	Scheduled
13	Design magazine	Milan	Sage	Nov 10	Scheduled
14	Technology reviewer	Berlin	Graphite	Nov 10	Scheduled
15	Technology reviewer	Amsterdam	Sand	Nov 10	Scheduled
16	Video reviewer	Stockholm	Sage	Nov 10	Scheduled
17	Video reviewer	London	Graphite	Nov 10	Scheduled
18	Architecture blog	Copenhagen	Sand	Nov 10	Scheduled
19	Home office blog	Oslo	Graphite	Nov 10	Scheduled
20	Interiors magazine	Paris	Sage	Nov 10	Scheduled
21	Lifestyle podcast	Amsterdam	Graphite	Nov 10	Scheduled
22	Gadget newsletter	Zurich	Sand	Nov 10	Scheduled
23	Desk setup channel	Vienna	Graphite	Nov 10	Scheduled
24	Newspaper home section	Stockholm	Sand	Nov 11	Scheduled
25	Weekend supplement	London	Sage	Nov 11	Scheduled
26	Lighting trade journal	Frankfurt	Graphite	Nov 12	Scheduled
27	Gift guide editor	Copenhagen	Sage	Nov 12	Scheduled
28	Radio programme	Oslo	Sand	Nov 12	Scheduled
29	Interior stylist	Amsterdam	Sage	Nov 13	Scheduled
30	Fair organisers	Milan	Sand	Nov 13	Scheduled