

**BRAINKRAFT** The fusion of intellect and creativity.

**ABOUT** The foundation for growth begins with a successful product launch.  
We do that by crafting solutions that deliver remarkably consistent results.

**WHAT WE DO** The BrainKraft Product Launch System™ is the foundation for growth that combines process, know-how, and assistance when you need it.

**LAUNCH PLAYBOOKS**

Integrated tools, methods, with a process framework that ties it altogether

**PROFESSIONAL SKILLS DEVELOPMENT**

On-demand and live instruction (Zoom and On-Site)

**GUIDED COACHING**

Certified launch coaches guide you along your launch journey

**ADVISORY**

Advice and guidance on resolving important product launch challenges.

**HISTORY** Founded by Dave Daniels. Dave is a product management and product marketing expert who developed the product launch course for Pragmatic Institute (formerly Pragmatic Marketing).

