



LaunchOS

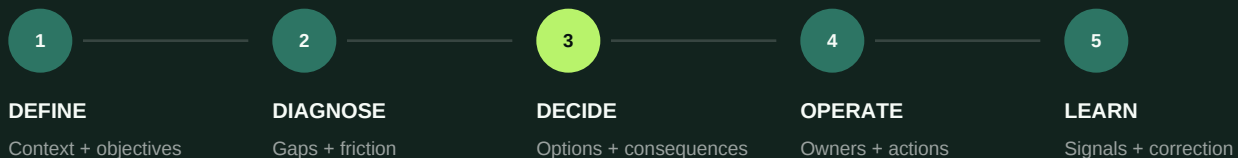
THE U.S. COMMERCIALIZATION OFFICE

COMMERCIAL OVERVIEW

Turn launch strategy into the next accountable action.

LaunchOS gives every commercial leader a role-specific plan for what matters now, what evidence is missing, which decision is next, and how the organization should respond when the signal changes.

THE OPERATING LOOP



EXPLORE THE FICTIONAL ASTERION DEMO

launchos-demo.vercel.app/login

No email gate for this document.

Fictional demo data uses the production path.



One strategy. Five useful role lenses.

ENTERPRISE

Protect the launch path

Readiness, decisions, recovery, capital at risk, board narrative.

FUNCTION

Deliver the function

Objectives, dependencies, evidence, milestones, escalations.

REGION

Direct intervention

District patterns, manager priorities, barriers, recovery decisions.

DISTRICT

Coach execution

Rep commitments, account outcomes, evidence, escalation.

FIELD

Advance the account

Purposeful next actions tied to launch priorities and CRM work.

CRM AND DATA BOUNDARY

CRM remains the engagement and execution record. LaunchOS is the vendor-neutral mapping, quality, formula, analysis, decision, and reporting layer. Veeva informs reference practice but is not a dependency.

A PRACTICAL EVALUATION

- Can a leader identify the next material decision?
- Can each role see a useful plan without changing access?
- Does every important output retain source and confidence?
- Does the system refuse when data or methodology is insufficient?
- Can the team connect CRM activity to launch outcomes?