



PRODUCT SPECIFICATION | VERSION 1.0

LaunchOS

The U.S. Commercialization Office

A multi-tenant, role-based operating system for pharmaceutical launch planning, decision intelligence, commercial execution, and organizational learning.

PRODUCT INTENT

Help pharmaceutical commercial leaders design smarter launches, identify failure earlier, and make better commercialization decisions - whether it is their company's first U.S. launch or their tenth.

Primary customer: a capital-conscious manufacturer retaining U.S. rights and preparing for a first or early U.S. launch.



From launch context to an accountable operating rhythm.

1

DEFINE

Manufacturer, product, indication, geography, timeline, strategy, objectives, roles, and horizons.

2

DIAGNOSE

Readiness, evidence, missing information, assumptions, dependencies, friction, and failure pressure.

3

DECIDE

Options, tradeoffs, consequence of delay, confidence, rationale, owner, and decision date.

4

OPERATE

Roadmap, organization, field model, hiring, CRM requirements, plans, actions, and reviews.

5

LEARN

Signals, measurements, value, corrections, reports, feedback, and governed methodology learning.



Role relevance without permission leakage.

LaunchOS separates planning persona from authorization. Persona changes the user's questions, horizon, emphasis, and presentation. Membership, reporting scope, product entitlement, and row-level security determine which records the user may access or change.

LEVEL	PRIMARY QUESTION	TYPICAL OUTPUT
Enterprise	Are we protecting the launch path?	Integrated readiness, decisions, recovery, board report
Function	What must my function deliver next?	Objectives, dependencies, evidence, milestones
Region	Where should leaders intervene?	Patterns, barriers, manager actions, escalations
District	What should I coach this week?	Commitments, account outcomes, follow-up evidence
Field	What is the next useful action?	Territory, account, and CRM-linked action plan

TENANT BOUNDARY

- Every tenant table is protected by row-level security.
- Demo is ordinary seeded tenant data and remains disposable.
- Search, exports, caches, jobs, AI context, and expert work preserve tenant scope.
- One identity may hold separate memberships; one membership never broadens another.



A commercialization office, not a dashboard collection.

PLAN

Launch context, readiness, gaps, roadmap, decisions, risks, assumptions

DESIGN

Organization, field-force scenarios, hiring, certification, vendors, CRM blueprint

SENSE

Data rights, source registry, pressure tests, friction, commercial signals, early warnings

EXECUTE

Territories, call planning, outcomes, coaching, next actions, CRM outbox

PROVE

Reports, adoption, value reviews, operations, platform health, AI evaluation

LEARN

Structured feedback, rights-bound learning, reviewed methodology promotion

SUPPORTED DATA CLASSES

- Strategy and objectives
- Milestones and dependencies
- CRM account/activity signals
- Risks and assumptions
- Readiness and evidence
- Organization and field design
- Commercial and access friction
- Measurements and outcomes



Every important number and recommendation retains its proof.

METRIC CONTRACT

- Formula and version
- Data grain and cohort
- Source batch and lineage
- Freshness and completeness
- Reconciliation state
- Target, variance, and horizon
- Explicit insufficient-data behavior

AI CONTRACT

- Evidence and source scoped
- Confidence displayed on material outputs
- Missing information stated directly
- No autonomous promotional field copy
- Recommendations remain non-authoritative
- Human decides and retains rationale
- Tenant data does not train shared models

REPORT FAMILIES

EXECUTIVE

Launch readiness, critical decisions, capital at risk, recovery, and board narrative.

FUNCTION

Objectives, dependencies, evidence, actions, milestones, and escalations.

FIELD LEADERSHIP

Regional patterns, district management, coaching, account barriers, and action quality.

OPERATING RECORD

Decision, source, formula, AI, adoption, value, and operational lineage.



What to prove in a LaunchOS working session.

COMPREHENSION

In 15 seconds, can the user explain what requires attention?

ROLE RELEVANCE

Does the same strategy become useful work for executive, regional, district, and field roles?

DECISION QUALITY

Can the team trace evidence, confidence, options, consequence, owner, and date?

DATA HONESTY

Does the product show freshness, quality, reconciliation, and insufficient-data states?

OPERATING CONTINUITY

Does a decision become a milestone, action, review, measurement, and correction?

DEMO INDEPENDENCE

Would the feature work for a new manufacturer if the fictional tenant were deleted?

NEXT STEP: EXPLORE ASTERION OR CREATE AN ISOLATED WORKING TRIAL

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