

LaunchOS data readiness

Bring operating truth, not just files.

LaunchOS can organize incomplete information and show the gap. It cannot turn missing, stale, conflicting, unauthorized, or poorly defined data into a reliable decision.

Tenant-wide minimum launch packet

- Company, product, indication, geography, launch stage, regulatory and target launch dates.
- Mission, strategy, intended outcomes, explicit non-goals, and monthly through five-year objectives.
- Owners, decision rights, reporting relationships, milestones, dependencies, risks, assumptions, and escalation dates.
- Source registry, rights, owners, freshness expectations, CRM/file dictionary, approved mappings, readiness evidence, formula versions, and report audiences.

Minimum proof before a material answer

Source + right to use + as-of date + grain + coverage + quality + formula version + human owner. If one is absent, LaunchOS shows the limitation or refuses the calculation.

What each role should bring

Enterprise / function

Portfolio and launch strategy, capital and capacity constraints, board commitments, decision rights, cross-functional objectives, operating KPIs, vendor ownership, evidence, and escalation dates.

Region / district

Targets, structure, vacancies and capacity, territory barriers, manager commitments, coaching observations, ride plans, leading indicators, and escalation thresholds.

Field / KAM

Assigned accounts and territories, objectives, stakeholder map, approved-use constraints, confirmed outcomes, barriers, follow-ups, access status, evidence, and commitments.

Marketing / market access

Brand and access strategy, audiences, scenarios, approved content metadata, channel constraints, evidence needs, calendars, measures, experiments, and decision thresholds.

Specialist agent packs

The pilot four are Launch Readiness, Pre-Call Planner, KAM Strategist, and Manager Coach. Each declares its required inputs and limitations before it runs. A pack never expands reporting scope.

Use, limits, and recovery

Do

- Ask a specific operating or decision question.
- Keep objectives, owners, dates, rights, and evidence current.
- Review sources, gaps, conflicts, confidence reasons, and tradeoffs.
- Confirm voice-captured names, dates, quantities, and targets.
- Record the human decision, rationale, owner, and next review.

Do not

- Upload patient-identifiable or unapproved sensitive data.
- Treat a summary, score, coverage rate, or confidence as launch-success probability.
- Bypass CRM, MLR, data rights, or enterprise approval.
- Use a draft as approved promotional content.
- Hide stale, partial, conflicting, or missing inputs.

Agentic brain boundary

Answer explains cited current state. Advise compares bounded options. Assist prepares a draft for review. Chat, read-only voice, reports, and specialist packs share the same tenant-bound evidence and immutable Answer ledger. LaunchOS does not approve a decision, write CRM, publish content, or invent missing math.

Next step: explore the fictional LaunchOS demo or review plans and per-user pricing at launchos-demo.vercel.app.