



PRODUCT SPECIFICATION | VERSION 1.1

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.

PREPARE

Launch Preparation Center connects strategy, readiness, roadmap, evidence, data, and reporting foundations.

OPERATE

Live Launch Office runs decisions, milestones, actions, KPIs, signals, and the daily/weekly cadence.

REHEARSE

Scenario Lab compares capability, assumption, and timing consequences without predicting a winner.

PRACTICE

Academy provides role-matched training cases without changing readiness or scoring employees.

GOVERN

Portfolio Control Tower shows competing attention across authorized launches inside one tenant.

EXPLAIN

The governed brain, role dashboards, decision briefs, and reports retain evidence, confidence, and human ownership.

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
- Current Ask is read-only and non-authoritative
- Human decides and retains rationale
- Tenant data does not train shared models

REPORT FAMILIES

EXECUTIVE

Launch readiness, deterministic KPI posture, 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, KPI run, analysis, brief, AI draft, value, and report 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

Do the five modes share one tenant, launch, evidence, permission, and decision record?

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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