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Launch Evidence Brief

A practical worksheet for summarizing the proof, readiness signals, and remaining evidence gaps needed to support a product, pilot, grant-to-market transition, or early commercial launch.

Purpose
Use this brief to consolidate the most important evidence behind a launch decision. It is designed for founders, scientific teams, university spinouts, SBIR/STTR awardees, commercialization teams, and innovation groups preparing to move from development or pilot activity into customer-facing deployment.

1. Launch Summary

Project / Product Name	Enter the name of the product, technology, service, or commercialization initiative.
Organization / Team	Enter the company, lab, university spinout, department, or project team.
Launch Type	Example: pilot launch, beta launch, limited market release, SBIR Phase II transition, partner deployment, internal rollout.
Target Launch Window	Enter expected launch timing and key decision dates.
Primary Target User / Customer	Describe the user, buyer, payer, partner, or internal stakeholder group.
Primary Value Proposition	State the core benefit in one or two sentences.

2. Evidence Readiness Checklist

[ ] Target user or customer is clearly defined.	[ ] Problem statement has been validated through interviews, pilot use, or stakeholder input.	[ ] Current alternatives or workarounds have been documented.
[ ] Technical feasibility has been demonstrated at an appropriate level.	[ ] Pilot or test results are available and summarized.	[ ] Early customer, user, or partner feedback has been captured.
[ ] Key performance metrics have been selected and measured.	[ ] Value proposition is supported by evidence, not just assumptions.	[ ] Risks, limitations, and unresolved questions are stated plainly.
[ ] Launch decision criteria have been defined.	[ ] Operational support requirements are understood.	[ ] Next evidence-building actions are assigned to owners.

3. Core Launch Claims and Evidence

Launch Claim	Evidence Available	Strength of Evidence	Remaining Gap / Action
The problem is important enough to justify adoption.	Interviews, customer discovery, usage data, complaints, workflow observations, grant/pilot feedback.	Strong / Moderate / Weak	What further evidence is needed?
The solution performs as intended.	Prototype data, pilot results, technical validation, benchmark results, feasibility testing.	Strong / Moderate / Weak	What technical evidence is still missing?
Users or buyers show willingness to engage.	LOIs, partner interest, meeting notes, pilot requests, repeat conversations, paid tests.	Strong / Moderate / Weak	What buying/adoption evidence is still needed?
The product can be delivered operationally.	Staffing plan, support model, workflow map, vendor readiness, implementation schedule.	Strong / Moderate / Weak	What delivery risks remain?
The business case is credible.	Pricing assumptions, cost model, budget impact, ROI estimate, reimbursement or funding pathway.	Strong / Moderate / Weak	What financial assumptions need testing?

4. Pilot, Customer, or Stakeholder Evidence Log

Source / Stakeholder	Evidence Type	Key Finding	Implication for Launch	Follow-Up Needed
	Interview / pilot / demo / LOI / dataset / partner feedback			

5. Performance and Value Metrics

Metric	Baseline / Comparator	Target	Current Result	Decision Meaning
Efficiency / time saved				Does this support launch?
Quality / accuracy / reliability				Does this support launch?
Cost savings or revenue potential				Does this support launch?
User adoption or engagement				Does this support launch?
Clinical, scientific, technical, or operational outcome				Does this support launch?

6. Market, Adoption, and Operational Signals

[ ] At least one clear target segment has been selected for initial launch.	[ ] Users can explain why the solution matters in their own words.
[ ] Buyer, payer, or partner roles have been identified.	[ ] Procurement, contracting, or licensing requirements are understood.
[ ] Implementation requirements are realistic for the target customer.	[ ] Training, onboarding, or support needs have been scoped.
[ ] A launch owner and internal decision-maker have been identified.	[ ] Risks related to compliance, privacy, safety, or change management have been reviewed.

7. Evidence Gaps and Risk Register

Gap / Risk	Why It Matters	Severity	Mitigation / Evidence-Building Step	Owner / Date
		High / Medium / Low		
		High / Medium / Low		
		High / Medium / Low		
		High / Medium / Low		

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8. Launch Decision Summary

Recommended Launch Status	Proceed / Proceed with conditions / Delay / Do not launch at this time
Top Three Evidence Strengths	1. 2. 3.
Top Three Evidence Gaps	1. 2. 3.
Conditions Before Launch	List any required approvals, data, agreements, staffing, training, or technical fixes.
Decision Owner(s)	Name the person or group responsible for final launch decision.

9. Next-Step Action Plan

Action	Purpose	Owner	Due Date	Status
				Not started / In progress / Complete

ScienceDocs Support

Need help applying this tool? ScienceDocs supports commercialization, change management, AI adoption, grant strategy, and operational optimization for startups, research teams, university spinouts, and organizations moving technical ideas into real-world use.