SDI ScienceDocs Inc.
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Launch Readiness Checklist

A practical ScienceDocs worksheet for confirming whether a commercialization effort, pilot outcome, new product, technology-enabled service, or university spinout is ready for launch.

How to use this tool: Use this checklist before committing to a public launch, customer rollout, grant-to-market transition, partner launch, or investor-facing commercialization milestone. The goal is to identify unresolved gaps early enough to adjust scope, timing, evidence, operations, communications, and support.

1. Launch Snapshot

Field	Response
Organization / team	
Product, service, technology, or program being launched	
Launch type	Pilot-to-launch / limited customer launch / full commercial launch / partner launch / internal deployment / other
Target launch date	
Primary launch owner	
Key launch stakeholders	
Primary target users / customers	
Primary launch objective	Revenue / adoption / validation / partnership expansion / investor evidence / grant milestone / other

2. Launch Readiness Scoring Summary

Scoring guidance: Score each area from 1 to 5. A score of 1 means not ready, 3 means partially ready with manageable gaps, and 5 means launch-ready with supporting evidence. Any area scored 1 or 2 should have an action owner and completion date before launch.

Readiness area	Score 1-5	Key evidence	Gap / action needed
Strategic alignment			
Product / solution readiness			
Customer and market readiness			
Evidence and validation			
Operational readiness			
Sales, partnerships, and channels			
Regulatory, legal, privacy, and IP			
Funding, budget, and resources			
Training, adoption, and support			
Risk management and decision governance			

3. Strategic Alignment

Ready?	Readiness item	Evidence / notes	Owner
[ ]	The launch has a clearly defined business, commercialization, research translation, or adoption objective.		
[ ]	The launch timing supports the broader commercialization roadmap, funding plan, partner strategy, or customer validation plan.		
[ ]	Leadership and key decision-makers agree on what launch success means.		
[ ]	The launch scope is realistic for the team, budget, timeline, and		

	available evidence.		
[ ]	The team has defined what will not be included in this launch to prevent uncontrolled scope expansion.		

4. Product, Service, or Technology Readiness

Ready?	Readiness item	Evidence / notes	Owner
[ ]	The product, service, technology, process, or platform is stable enough for the intended launch environment.		
[ ]	Critical bugs, unresolved technical risks, or performance issues have been documented and prioritized.		
[ ]	The team has identified minimum launch requirements versus post-launch enhancements.		
[ ]	User-facing materials, instructions, documentation, or onboarding content are available.		
[ ]	The launch version has been reviewed against customer needs, stakeholder expectations, and technical constraints.		

5. Customer and Market Readiness

Ready?	Readiness item	Evidence / notes	Owner
[ ]	The target launch audience is clearly defined by segment, role, use case, geography, institution type, or buyer profile.		
[ ]	The team understands the main problem, workflow gap, pain point, or opportunity the launch addresses.		
[ ]	The value proposition has been tested with customers, users, partners, or advisors.		
[ ]	Pricing, purchasing, contracting, or access assumptions have been reviewed.		
[ ]	Launch messaging is specific enough to explain why the offering matters now.		

6. Evidence, Validation, and Claims

Ready?	Readiness item	Evidence / notes	Owner
[ ]	Pilot results, customer discovery findings, technical data, case examples, or market evidence support the launch decision.		
[ ]	Claims made in launch materials are supported by evidence and do not overstate what has been demonstrated.		
[ ]	Key assumptions that remain unvalidated are listed and		

	assigned follow-up actions.		
[ ]	Metrics for adoption, usage, revenue, performance, learning, or operational impact have been selected.		
[ ]	The team has a plan to collect post-launch evidence that can support grants, investors, partners, customers, or internal decisions.		

7. Operational and Support Readiness

Ready?	Readiness item	Evidence / notes	Owner
[ ]	The team has identified who will manage onboarding, customer support, technical support, and issue escalation.		
[ ]	Internal workflows are ready to support orders, inquiries, account setup, implementation, documentation, or service delivery.		
[ ]	Required vendors, systems, data access, integrations, or operational processes are in place.		
[ ]	The launch team has a method for tracking issues, decisions, customer feedback, and improvement requests.		
[ ]	A post-launch review date has been scheduled.		

8. Sales, Partnerships, and Channel Readiness

Ready?	Readiness item	Evidence / notes	Owner
[ ]	The team has identified initial customer, partner, institution, funder, or stakeholder targets.		
[ ]	Sales or outreach materials are ready, including a short description, problem statement, evidence summary, and next-step call to action.		
[ ]	Partner responsibilities, referral paths, and handoff expectations are understood.		
[ ]	The team has a follow-up process for interested prospects, investors, licensees, or collaborators.		
[ ]	Launch communications are coordinated across website, email, LinkedIn, webinars, events, partner channels, and direct outreach as applicable.		

9. Regulatory, Legal, Privacy, and IP Readiness

Ready?	Readiness item	Evidence / notes	Owner
[ ]	Regulatory, compliance, or reimbursement assumptions have been reviewed for the launch context.		
[ ]	IP ownership, licensing, publication, invention disclosure, or university		

	technology transfer considerations have been addressed.		
[ ]	Privacy, data security, confidentiality, and user consent needs have been reviewed.		
[ ]	Contracts, terms, disclaimers, or user agreements are ready or assigned to an owner.		
[ ]	Any launch restrictions, claim limitations, or jurisdictional constraints are clearly documented.		

10. Funding, Budget, and Resource Readiness

Ready?	Readiness item	Evidence / notes	Owner
[ ]	The team has estimated launch costs, including staffing, technology, marketing, support, legal, compliance, and post-launch improvements.		
[ ]	Funding sources or internal budget approvals are sufficient for the launch period.		
[ ]	The launch supports a future funding, grant, SBIR/STTR, investor, partnership, or revenue strategy.		
[ ]	Resource gaps have been documented with owners, target dates, and fallback options.		
[ ]	The team has identified the financial or strategic threshold for continuing, pausing, scaling, or redesigning the launch.		

11. Key Launch Risks and Mitigation Plan

Risk / concern	Likelihood	Impact	Mitigation plan	Owner
Technical failure or performance issue				
Low customer or user adoption				
Insufficient evidence for claims				
Regulatory, privacy, IP, or contracting delay				
Operational support gap				
Budget or staffing constraint				
Stakeholder resistance or unclear decision authority				

12. Go / No-Go Decision

Decision item	Response
Recommended decision	Go / Go with conditions / Delay / Redesign / Stop
Top 3 conditions that must be met before launch	1. 2. 3.
Final decision-maker(s)	
Decision date	
Launch date or revised target date	

13. Next-Step Action Plan

Action item	Priority	Owner	Due date	Status / notes
	High / Medium / Low			
	High / Medium / Low			
	High / Medium / Low			
	High / Medium / Low			
	High / Medium / Low			
	High / Medium / Low			

14. Notes and Launch Learning Questions

Prompt	Notes
What would make this launch more credible to customers, partners, funders, or investors?	
What evidence should be collected within the first 30, 60, and 90 days?	
What assumptions are most likely to be wrong?	
What support will users or customers need to adopt the offering successfully?	
What will the team do if launch response is weaker or stronger than expected?	

Need help applying this tool? ScienceDocs supports commercialization, change management, AI adoption, grant strategy, and operational optimization.