

## Key Business Question:

**Our company has an asset in development...**

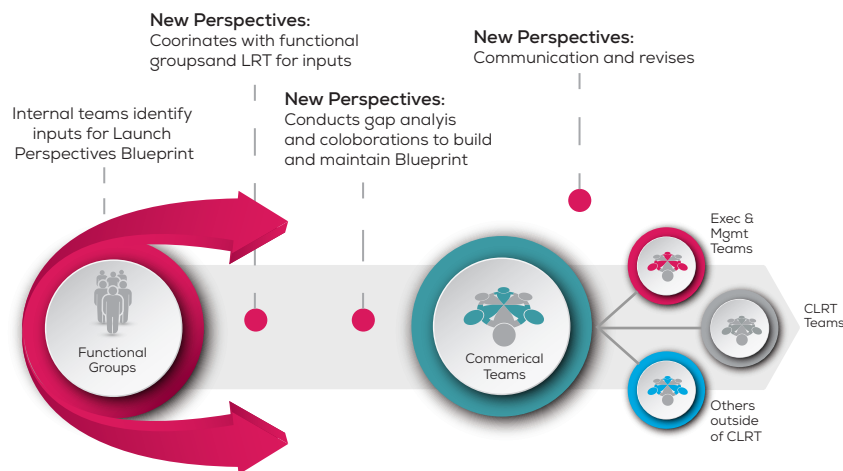
**How do we move forward to prepare for license or go to market?**

Management teams are the typical driving force behind advancing and communicating strategy in early phase companies. Data supports initiating a full commercial planning and budgeting process to achieve launch success. There are many factors involved in efficiently executing strategies, including shared assumptions/goals, timely decision making, detailed communication, coordination, and a shared understanding of how a single decision can impact all other work streams.

Commercial launch readiness, at the most fundamental level, requires defining your strategy and executing tactics against it. Launch Perspectives® Blueprint is designed to reinforce strategic imperatives while keeping important operational details in sight. This management tool by New Perspectives consists of three primary phases: Input and Data Collection, Plan Development and Implementation.

A multitude of functions are covered under Launch Perspectives® Blueprint, each one carefully analyzed and understood from a variety of viewpoints for inclusion in the final working document. These elements drive the creation and development of key commercialization inputs. Launch Perspectives® Blueprint is presented in a project plan format that addresses each key launch task, provides time-bound details, and outlines the interdependencies between elements. The coordination of these interdependencies between elements is critical as it ultimately impacts execution of timelines, budgets and launch.

Our cross functional dashboard is organized by project or function and is developed for use by launch readiness teams at all stages. A dashboard summarizes the major areas of focus for discussion across various functions and serves as the primary tracking tool for the Commercial Launch Readiness Team (CLRT).



Blueprint has enabled multiple launch teams to maintain their strategic focus while simultaneously improving transparency between functional areas and their launch deliverables, ensuring achievement of commercialization goals and objectives. Launch Perspectives® Blueprint continually reinforces to all members of the organization and the launch readiness team the shared goal of a successful launch.

The New Perspectives team develops, implements, and coordinates Launch Perspectives® Blueprint until clients are prepared to manage the plan themselves. We would love to share our streamlined management tool, our knowledge, and our skills to help your company efficiently and effectively execute your strategies. Contact us to see how we can help!

For more information and to keep updated on New Perspectives, follow us at [twitter.com/CommercialMinds](https://twitter.com/CommercialMinds) or check out our website at [Newperspectives-us.com](https://www.newperspectives-us.com)