

# From a global thesis to a 90-day plan.

THE FICTIONAL SCENARIO

A fictional biotech company has selected an unnamed international market for further assessment. It needs a practical plan before committing launch resources. This example contains no real local research, regulatory determination or market recommendation. Its 90-day schedule is illustrative, not a delivery promise.

ILLUSTRATIVE EXECUTION ROADMAP

| Workstream   | Days 1-30        | Days 31-60       | Days 61-90         |
|--------------|------------------|------------------|--------------------|
| Evidence     | Source register  | Validate gaps    | Decision pack      |
| Stakeholders | Map roles        | Test needs       | Confirm priorities |
| Positioning  | Draft hypotheses | Challenge claims | Approve rationale  |
| Execution    | Map dependencies | Assign owners    | Go / no-go review  |

Each workstream has an accountable owner and an evidence gate. Dates show sequencing only; actual duration depends on scope, access to information and review capacity.

WHAT THE EXAMPLE SUGGESTS

The plan advances only when decision-critical assumptions have an adequate evidence basis. A missed gate triggers further validation, a narrower scope or a pause.

Example checkpoint: if the intended route to the target customer cannot be validated by day 60, do not present a launch date as committed. Rework the route-to-market assumption before allocating launch resources.

# Keep human judgment accountable.

## Research support | Organize, then verify

AI assistance may support search planning, extraction and synthesis. Verify material statements against the underlying sources.

## Expert review | Challenge the interpretation

Review source quality, local relevance, uncertainty and the conclusions drawn from the evidence.

## Decision ownership | Assign the next action

Keep named roles responsible for approvals and execution. A generated summary does not authorize an action.

### EXAMPLE OUTPUTS AND CHECKPOINTS

**Evidence gate** - All critical claims have a dated source or are clearly marked as unresolved assumptions.

**Ownership gate** - Each priority action has an accountable role, dependency and decision deadline.

**Commitment gate** - Decision makers review unresolved risks before funding, outreach or execution proceeds.

### TO SCOPE A REAL ENGAGEMENT

Selected market; product and indication; global strategy; available evidence; local contacts; business constraints; decision owners and deadlines.

This PDF is a manually authored illustration of an expert-reviewed workflow. It does not report an AI analysis, claim that local research was performed or replace qualified local advice.

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All scenarios, organizations, scores and schedules are illustrative. This is not completed client work. Scope, timing and deliverables are agreed for each engagement.