



CatalysRx Commercial Readiness: Executive Summary

CatalysRx provides a purpose-built, unified commercial-readiness framework for emerging biotech and pharmaceutical teams approximately 24–36 months from launch. Our approach brings clarity, alignment, and stage-appropriate structure—helping teams prepare for commercialization without overbuilding too early.

The CatalysRx model integrates three complementary components: the **PSPS Framework™**, the **Commercial Readiness Diagnostic™**, and the **Precision Launch System™**. Together, they create a clear, practical path from early operational planning through launch execution.

At the foundation is the **PSPS Framework**, which evaluates four critical dimensions of readiness: **People, Systems, Processes, and Scale**. This structured lens enables leadership teams to understand where strengths exist, where risks may be hidden, and which decisions require greater structure before momentum accelerates.

The **Commercial Readiness Diagnostic™** is the entry point to the model. Delivered over 30 days, it produces a **PSPS Gap Map™** using a simple red–yellow–green readiness view, alongside a vendor and workflow alignment review across the value chain. The Diagnostic concludes with a prioritized **Quick Wins Action Plan** that provides early clarity and aligns leadership around the most important next steps.

Following the Diagnostic, the **Precision Launch System™ (PLS)** provides a lean operating model to guide execution as teams move closer to launch. PLS emphasizes cross-functional alignment, disciplined sequencing, and vendor orchestration—supported by a player-coach advisory approach that preserves momentum without adding unnecessary complexity.

Together, these components form a scalable, repeatable pathway that helps emerging teams move from uncertainty to clarity, from fragmented execution to coordinated readiness, and from reactive decisions to confident, well-sequenced action.

To learn more, visit www.catalysrx.com or schedule an introductory conversation.

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