

Launch Excellence Starts with Launch Intelligence — Small teams can drive big wins

From zero to launch-ready without the 100+ person team or large-pharma budget.

According to McKinsey, 40% of new assets were launched by companies with little to no commercialization experience, almost double the rate from the previous five years. The breakthrough science is coming from the Biotech sector, yet most enter the market building a commercial engine from scratch: compressed launch timelines, lean go-to-market teams, and incumbents who've owned the landscape for a decade. ***The good news is that to win today, teams don't need the biggest budgets; they need the sharpest intelligence.***

THE FIRST-TIME LAUNCHER'S DILEMMA

You have the science and a lean medical team. You're building a commercialization engine from zero on a small launch window, and you cannot afford to get it wrong. To start building your commercialization infrastructure, you look into five separate vendors: KOL mapping, competitive intel, congress monitoring, social listening, and an ad board agency — at a combined annual cost of up to \$1.2M. While you're solving for the components, there's no true integration between them — structurally creating blind spots.

Within3's Launch Intelligence™ platform replaces that entire patchwork of vendors with a single, decision-ready view of the market. Start getting answers in 2 weeks, not months.

Integrated + Unbiased + Governed.

Real-time Intelligence that lets you move at the speed that your launch demands.

What Launch Intelligence™ Delivers

One Source of Truth — Not A Vendor Patchwork

Consolidate field observations, social listening, congress activity, claims data, advisory boards, and competitive intelligence into a single platform. Stop assembling slides from disconnected sources and start delivering strategic readouts that your CEO will present to the board.

Strategic Answers in Seconds, Not Weeks

Get sourced, evidence-based answers to your most critical questions in an average of 31 seconds. Enable your team to move past data wrangling into strategic work.

A Force Multiplier for Lean Commercial Teams

Your commercial team will be lean by design; it doesn't mean your launch intelligence has to be. The platform amplifies the people you have, giving a small team the market visibility and competitive intelligence that established pharma builds with ten times the headcount.

Compete Where Incumbents Aren't Looking

You can't out-spend the incumbent at congresses or out-detail them with a 4-person field team. But you can identify the 200 regional opinion leaders that their national KOL strategy systematically overlooked, and engage prescribers who actually move market share before they even know you're there.

Why Within3 for Emerging Biotech



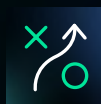
Replace up to \$1.2M in annual vendor costs with a single platform subscription. One contract, one integration, one team that knows your business.



Grows with you. Start small, expand as your organization scales. The platform that launches your first asset supports your second and third.



Operational in 2 weeks, not months. When you're twelve months from launch, every week counts. Stop waiting on vendor onboarding and start getting answers.



Prove medical impact. Move Medical Affairs from a cost center to a strategic driver with quantifiable intelligence outputs that earn cross-functional visibility.



Human + AI intelligence, not dashboards. Your team doesn't have time for another reporting tool. They need strategic readouts that synthesize across sources and recommend action. Within3 combines platform intelligence with human expertise.



Your Veeva complement, not your Veeva replacement. Veeva tells you who you talked to. Within3 tells you what to do about it.

Trusted by 70+ biotechs – including first-time launchers who've gone from zero infrastructure to launch-ready on the platform, and all of the top 20 pharmaceutical companies. The only platform to fully meet the challenges of first-time launchers.

Platform Capabilities

CAPABILITY	WHAT IT MEANS FOR YOUR LAUNCH
Congress Monitoring	Real-time coverage of key congresses — track competitor presentations, emerging data, and KOL activity without sending your whole team
Social Listening	Monitor physician sentiment, patient conversations, and competitive chatter across social channels daily
KOL & Influence Mapping	Identify the influential experts across the full community – the critical mass – ensuring your teams know exactly who will move the needle. Military-grade network analytics that uncover the “Invisible College” – the opinion leaders with reach, access, and influence that incumbents overlook
Asynchronous Advisory Boards	3–7× more feedback per advisor. Deep, quality engagement that fits expert schedules and eliminates the \$200K+ agency cost
Ask Anything / AI Intelligence	Sourced, pharma-specific answers in seconds. Evidence-based intelligence connected to your proprietary data. Not a consumer-grade LLM
Strategic Readouts	Human-curated analytics and storytelling. Decision-ready outputs ready to impress the board — not raw data exports
Field Force Optimization	Design your field strategy from the ground up. Determine how many MSLs and reps you need, where to deploy them, and who they should be engaging — based on KOL influence mapping, claims data, and patient distribution by territory

Ready to move at the speed of launch?

Contact us and see how Launch Intelligence is helping first-time launchers compete — and win.

Launch Excellence starts with Launch Intelligence.

ABOUT WITHIN3

Within3 empowers pharma leaders to make confident and timely launch decisions. Our Launch Intelligence™ platform unifies field insights, stakeholder engagement, social, claims, and market signals into a single connected view that surfaces what matters most. Powered by a life-sciences trained AI architecture and guided by expert strategists, Within3 helps launch teams move with clarity and speed, turning complex evidence into decisive action. Trusted by 70+ biotechs and all of the top 20 pharmaceutical companies, Within3 is the partner modern launch leaders rely on to align teams, act faster, and accelerate outcomes across the product lifecycle.