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COURSE BROCHURE

# Launch Gate Integrity and Honest Claims Training Course

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# Launch Gate Integrity and Honest Claims Training Course

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Launch Gate Integrity and Honest Claims is a 1-week training course for engineering, marketing and launch leads deciding whether a product is fit to ship, ending with a Launch Gate Evidence Pack for one real release. Faster release cycles, louder launch messaging and longer supply chains mean a single unchecked claim or hazard can undo years of trust. Jupiter Prime Training delivers this course on launch gate integrity and honest claims.

## Why Launch Gate Integrity and Honest Claims Matter Now

Three forces shape release decisions today: compressed launch calendars that tempt teams to waive checkpoints, customers and consumer advocates who test every marketing statement against real performance, and component suppliers whose labour and materials practices now travel with the finished product. Firm gates mean evidence behind every claim; paper gates mean recalls and withdrawn campaigns. The course rests on stage-gate release practice, hazard and harm analysis, claim substantiation and inclusive design review, described in general terms rather than through any single scheme.

## Who Gains Most from Launch Gate Integrity and Honest Claims

- Engineering leads who sign off safety testing, failure analysis and release candidates
- Marketing leads who approve packaging copy, advertising statements and comparison claims
- Launch and release managers who run go or no-go meetings and hold the readiness checklist
- Sourcing leads who vet component makers, contract manufacturers and their working conditions
- Customer care and field service leads who capture defect signals after release

Cross-functional launch squads gain most when engineering, marketing and sourcing members attend together and agree one shared gate vocabulary.

## Launch Gate Integrity and Honest Claims Capabilities

Participants leave able to hold a release to evidence rather than enthusiasm, from first prototype to the weeks after shipment.

- Design ethics checkpoints for each release stage — go or no-go owners
- Assess foreseeable misuse and harm to vulnerable users — engineering sign-off
- Test every launch statement against substantiation files — marketing approval
- Apply inclusive design and assistive technology checks — release readiness
- Weigh supplier labour, materials and traceability evidence — sourcing decisions
- Build post-release signal monitoring and escalation routes — recall and correction choices

## Key Launch Gate Integrity and Honest Claims Terms

- Launch gate — a defined checkpoint where named owners decide, on stated evidence, whether a product may move to the next release stage.
- Claim substantiation — evidence held on file proving a marketing statement is accurate before publication.
- Foreseeable misuse — reasonable uses beyond the intended purpose that designers must anticipate.
- Greenwashing — environmental statements that overstate benefits or hide impacts.
- Supplier due diligence — checks on the labour, materials and traceability practices of component makers.
- Field signal — any post-release complaint, return or incident suggesting a hazard or misleading claim.

## Launch Gate Integrity and Honest Claims Day by Day

### Day 1: Release Pressures and Stakeholder Exposure

- Stage-Gate Release Map — Where Ethical Checkpoints Belong
- Stakeholder Exposure Matrix — Who Bears Harm From a Release
- Launch Calendar Pressure Analysis — When Waivers Become Habit
- Gate Owner Charter — Who Holds Authority to Halt Shipment
- Recall and Withdrawn Campaign Case Reviews — Lessons for Gate Design

### Day 2: Safety and Harm Assessment Before Release

- Hazard Identification Worksheet — Physical, Digital and Psychological Harms
- Foreseeable Misuse Scenarios — Design Guards and Warning Choices
- Failure Mode and Effects Analysis — Prioritising Fixes Before Shipment
- Vulnerable User Profiles — Children, Older Adults and First-Time Users
- Residual Risk Acceptance Memo — Documenting What Ships Unresolved

### Day 3: Honest Claims and Inclusive Access

- Claim Substantiation File — Evidence Thresholds for Performance Statements
- Comparison and Superlative Claim Tests — Fair Benchmarks Against Rivals
- Environmental Claim Screening — Avoiding Greenwashing in Launch Copy
- Assistive Technology Test Routine — Screen Readers, Captions and Controls
- Plain Language Review — Instructions, Warnings and Terms Customers Read

### Day 4: Supplier Responsibility and Post-Release Watch

- Supplier Due Diligence Questionnaire — Labour, Materials and Traceability
- Bill of Materials Traceability Trail — Sourcing Hidden Risk Components
- Field Signal Dashboard — Returns, Complaints and Incident Reports
- Escalation Ladder — Correction Notices, Pauses and Recall Thresholds
- Customer Disclosure Script — Honest Messaging When Faults Emerge

## Day 5: Practising the Launch Gate Evidence Pack

- Mock Go or No-Go Panel — Applying Hazard and Misuse Findings
- Launch Copy Red Team — Applying Substantiation and Greenwashing Tests
- Supplier Evidence Challenge — Applying Due Diligence Findings to Release
- Gate Metrics and Audit Trail — Proving Checkpoints Were Honoured
- Launch Gate Evidence Pack — Final Assembly and Peer Challenge

## Applying Launch Gate Integrity and Honest Claims After the Course

- Run a claim substantiation audit on the next campaign's headline statements before copy is approved.
- Lead a foreseeable misuse session with engineering and care teams on one product nearing its release gate.

## Launch Gate Integrity and Honest Claims Questions FAQ

### What is launch gate integrity and honest claims, and why does it matter now?

It is the practice of holding every release to evidence on safety, access, sourcing and marketing accuracy. It matters now because shorter launch cycles and closer scrutiny of claims make one weak checkpoint costly to customers and reputation alike.

### Which roles gain most from launch gate integrity and honest claims training?

Engineering, marketing, launch, sourcing and field service leads gain most. One shared gate vocabulary lets you challenge each other's evidence before shipment.

### How does launch gate integrity and honest claims differ from a product roadmap ethics course?

It focuses on the release moment rather than early prioritisation. A roadmap ethics course shapes which features get built; this one tests whether a finished product, its claims and its supply chain are fit to reach customers.

### What do you bring back from launch gate integrity and honest claims training?

You bring back an evidence pack for one real release. It holds hazard findings, substantiated claims, access test results, supplier checks and a post-release watch plan your launch squad can reuse at every future gate.

## Launch Gate Integrity and Honest Claims: The Way Forward

The Launch Gate Evidence Pack first informs the go or no-go call on the participant's next release, used by engineering, marketing and sourcing owners around one table. After its first use, the perspective worth revisiting is the field signal data: what customers actually experienced shows which gates held, which claims needed softening and where the next release should set a firmer threshold.