

# ACHIEVE CANON

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## Abstract

THE PITCH BOOK IS A GOVERNED ARTIFACT. EVERY CLAIM CITED. EVERY PRODUCT LIVE.

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**hadleylab.org** Governed Research. Every claim cited.

## Contents

### 1 Constraints

### 2 Sources

### 3 Format

## 1. Constraints

- 1 MUST: Every biographical claim traces to VITAE, D&D
- 1 MUST: Every product URL resolves to a live surface
- 1 MUST: Align with PMWC deck figures (no drift)
- 1 MUST: Casey DeSantis grant timing = AFTER UCF separ
- 1 MUST: CANNON origin = typo/drift (Kimura neutral t
- 1 MUST: Atul cause of death = MPNST, not pancreatic
- MUST NOT: Claim \"\$38M at UCSF specifically (total PI a
- MUST NOT: Hallucinate uncited claims
- MUST NOT: Duplicate talking points across slides

## 2. Sources

Source	Role
D&D Prologue	Biographical narrative (CHOP, NeuroFix, Stanford, mother)
VITAE	Every credential, trial, grant, publication
BIBLIOGRAPHY	Nat Genet 2011 (P-5), Radiology 2018 (P-22), MPNST
PMWC DECK	\$255B, 82%, 212:1, 6 patents, competitive landscape
BLOGS	Compiler Insight, Neutral Theory, Why We Built This
TALKS	MammoChat, CaribChat, OmicsChat, GoRunner CANONS

## 3. Format

- Podcast: ~20 min, 8-question template, same order every episode
- Host: Jessie Warner (Achieve CMO, Utah)
- Coverage: 36/36 marketing points across 9 questions (MAGIC 255)

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*ACHIEVE | CANON | DECK*