*NB: Before filling out this template and sharing it, consider signing a Non-Disclosure Agreement (NDA). This will ensure your business secrets are safe even if you choose not to work with your partner later.*

YOUR PROJECT NAME

Software development project brief

**Contact details:**  
Your company name

Your name

Your email

Your phone number

# ABOUT US

## **Briefly describe your company, including your team, market, customers, and the impact you’d like your project to have on the world. Familiarizing your partner with your vision will help ensure your values are aligned and the project echoes the bigger picture you want to paint.**

*For example:*

*We’re a German startup located in Berlin, developing a new kind of fitness app called BioFit. Our app measures users’ bio-signals and connects these with various other datasets to provide scientifically-proven lifestyle and fitness advice.*

*We plan to first launch our product on the US market. Our target market is fitness addicts: people in and around their 30s, who have a fitness club membership, already use a tracker, follow a diet, and can pay for a premium product.*

*As the market is overflowing with fitness-related products, our strategy is to create a distinctive brand and play on the science and uniqueness behind our offer. Our aim is to build something that can help people live long and healthy lives, as opposed to most other products available today.*

# OUR PRODUCT

## **Describe what you’d like to build and which platforms you’d like it to work on. Stating this in the brief will help confirm your partner is specialized in the kind of software development you need and ensure a successful collaboration moving forward.**

*For example:*

*We’re aiming to start strong, so we’d like to launch both Android and iOS together. Although we have initial prototype and design ideas, we probably need a full solution including branding, user research, and UX/UI design. As our app processes different sets of data, a backend and machine learning solutions will be necessary as well. We want to get everything from one place.*

# BUSINESS PLAN

## **How will your product make money? When will it be launched? What’s your go-to market strategy? What about the long run? If you’ve filled out a** [**Lean Canvas**](https://leanstack.com/leancanvas)**, you can also share that here. It’s essential to include this kind of information in a brief because it provides a blueprint for the entire development process.**

*For example:*

*The fitness industry is one of the biggest industries in the world, and nowadays anyone can build a fitness tracker or sell nutrition plans. But it’s almost impossible to validate the quality and truthfulness of most fitness products out there. By using science and machine learning, we aim to create a product that is truly what it promises to be. Instead of giving people bad advice, we’ll help them live longer and healthier lives.*

*Our selling proposition is this: fitness advice based on your genetic and biological data – unique, individual, and scientific. Our advantage on the market comes from the fact that our product is clinically tested and developed in collaboration with scientists.*

*As the market is overflowing with fitness-related products, our strategy is to create a distinctive brand and play on the science and uniqueness behind our offer. Our aim is to build something that can help people live long and healthy lives, as opposed to most other products available today. We would use influencers, guerrilla marketing, and content marketing to raise awareness about other unhealthy fitness products and build our own reputation.*

*Our revenue model is the following: free for a month, then $15 a month after that. We’ll build the app with the $555,000 we’ve raised from investors so far.*

# CURRENT PROGRESS

## **Share any analysis, market research, user testing, design, prototyping, and development you’ve worked on beforehand, to give your partner a better idea of what’s been accomplished so far and what needs attention moving forward.**

*For example:*

* *A business model canvas*
* *Market research/analysis*
* *User research/analysis*
* *A business plan*
* *Design, wireframes, clickable prototypes*
* *Sketches and storyboards*
* *Pitches*
* *Brand and marketing materials, CVI*

# TECHNICAL DOCUMENTATION

## **Even if you aren’t a technical person yourself, it’s essential to have a minimum understanding of the features and functionalities you’d like to build. Ideally, your brief will include a wireframe, an overview of integration, and a list of non-functional requirements like performance or security.**

*For example:*

*In general we want the app to:*

* *Pull data from the most widely used tracking devices: Apple and Android watches, Garmin, Polar Loop, and Fitbit*
* *Have secure login capabilities: a username, Gmail and Facebook options*
* *Have it ask users personal information about themselves*
* *Give users suggestions about exercise*
* *Use push notifications to send reminders to users*
* *Enable users to enter exercise data*
* *Generate reporting*
* *Incorporate gamification elements and different levels of encourse usage*
* *Have multilingual support, e.g., English and Spanish for the US market*

*Our customers are tech-savvy, and in terms of non-functional requirements we’re looking to ensure:*

* *Efficiency and speed so that all activities can be tracked instantly and logged without a glitch*
* *Offline support so that activities can be tracked anywhere and anytime*
* *Scalability, as we expect to grow exponentially in the first 2 years following the launch .*

# ROLES AND SUCCESS FACTORS

## **Be clear about who will own the product. Tell your partner which parts of development you want them to take on and which ones you want to keep in-house. Once roles have been established, list the success factors you’d like to see at the project’s outcome.**

*For example:*

*We’re not interested in shared IP. Product ownership should be ours from the beginning of the project. Although we want to start by outsourcing the whole product development process, our long-term goal is to build an in-house team, so a gradual handover of development (beginning with back-end) should be planned in the process. As our product is based on a scientific approach that uses various databases, we expect you to work closely with our team on matters that require any form of detailed understanding.*

*We’ll consider the project successful if:*

* *Launching an MVP happens on time*
* *The app is rated no lower than 4.7 stars by users*
* *The app is tested by 100 beta users*
* *The most critical business requirements of the MVP are integrations and exercise suggestions*

# CONSTRAINTS

## **Letting your partner know what your timeframe and budget are will allow them to give you invaluable feedback about the feasibility of your goals.**

*For example:*

*The MVP launch should happen by the end of the year as that’s how long our runway is. Our budget for development is $400,000, but it would be best if we could split the development process into 2-3 cycles. We prefer a fixed-price model, but if it’s sprint-based development and the project roadmap is very clear with distinct milestones, a contract based on time and materials could potentially work too.*

*We would also need to receive a price estimation within a week from today.*