

Scope your MVP on one page

Fill this in before you brief anyone. It turns a vague idea into a scope, a timeline and a price.

1 • The problem

In one sentence: what pain does this remove, and for whom?

2 • Primary user

Who uses it first? A role, not 'everyone'.

3 • The #1 job

The single workflow the first version must nail.

4 • Must-have features

The 3–5 that make it usable. Everything else is a later phase.

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5 • Explicitly out of scope

What you are NOT building in v1 — this protects the budget.

6 • Success metric

How you'll know v1 worked — a number, not a feeling.

7 • Target launch

8 • Budget band

Filled it in? Get a free estimate.

Send it over and you'll get a scope, timeline and price range within 1 business day. No pitch, no pressure.

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