One-Page Internal Product Brief

Complete one short answer per field. Full instructions and a completed example: builtinto.work/resources/internal-product-brief

User and problem

Who needs the result? What happens today?

Outcome and smallest product

What changes, and what usable result will you build first?

Scope and exclusions

Which workflow and cases are in the first version?

Sources and access

What information can be used, where, and under whose permission?

Human decision and ownership

Who reviews, approves, maintains, and resolves incidents?

Delivery route

DIY, Rent, Borrow, or Embed? What tradeoff leads to the choice?

Proof and review

Baseline, target, guardrails, test set, and decision date?

Next decision

What must be resolved before the next commitment?

Owner: _____ Review date: _____