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Define the first release.

A practical SaaS MVP brief. Complete it, save a copy and share with your team.

Use a PDF reader that supports fillable forms. No signup required.

Project name / prepared by / date

01 User and outcome

Who is the first user, and what problem do they have?

What one task must the release complete? How will you measure its value?

02 Scope and workflow

Describe the journey from first action to useful result.

Essential screens and data / features intentionally left for later

Planning aid only. This is not a quote or a delivery commitment.

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Define the boundaries.

Make responsibilities, access rules and assumptions explicit.

03 Roles and data

Roles: who can view, create, edit and approve?

Customer isolation, invitations, recovery, file access and retention

04 Integrations

Systems, account owners, triggers, data exchanged and source of truth

What happens if a connection fails or a request is repeated?

05 Budget and delivery

Budget range / target date and reason / scope approver

Ongoing hosting, storage, email and subscription costs / exclusions

Never include passwords, API keys, payment details or real customer data.

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Agree what done means.

Use observable checks and assign ownership before launch.

06 Acceptance checks

Use: Given [starting state], when [action], then [observable result].

Successful main workflow / missing or invalid input

Duplicate requests / unauthorised access / failed integrations

Supported devices and browsers / how checks will be demonstrated

07 Launch and ownership

Owners: source code, domain, hosting and provider accounts

Deployment notes / backups / recovery owner and test

Pilot group, feedback process, support and handover responsibilities

Save your completed copy before sharing. Keep sensitive information separate.