

FOUNDRY & CO

# App / SaaS MVP Brief

For first-version mobile or web product builds

Printable brief · approx. 14 min · 22 questions

YOUR NAME

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EMAIL

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COMPANY

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IN ONE LINE

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## About the product

What does your product do, in one sentence? \*

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Working name (if any)

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Is this a brand-new product or an evolution of an existing one? \*

- Brand-new MVP
- Rebuild of an existing product
- New module on an existing product

Existing product URL (if any)

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## Audience & problem

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**Who is the user? \***

**What pain are you solving? \***

**How are people solving this today?**

**How will users discover the product?**

- Word of mouth
- Paid ads
- SEO / content
- Sales team
- App store
- Existing customer base
- Press / launch

## **Core features**

Just the v1 — we'll cut the rest.

**List the must-have features for v1 \***

One per line. Be ruthless — anything that isn't day-1 critical is out.

## Nice-to-haves (for later)

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### Does it need user accounts / login? \*

- Yes — email/password
- Yes — social login (Google etc)
- Yes — SSO
- No — public only

### Does it need to take payment?

- No
- One-off purchases
- Subscriptions
- Both
- Not sure yet

## Platforms & tech

### Which platforms do you need? \*

- Web app
- iOS native
- Android native
- Cross-platform mobile (React Native / Flutter)
- Desktop (Electron / Tauri)

### Any tech preferences or constraints?

E.g. "must run on AWS", "team only knows Python".

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### Third-party services we'll need to integrate with

Stripe, Twilio, OpenAI, your CRM — list anything you know about.

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## Branding & design

Do you have an existing brand / design system? \*

- Yes — full brand system
- Yes — logo only
- No — start from scratch

Products whose design you admire

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Upload any existing brand assets

Attach this file when you complete the online brief.

## Timeline & budget

When do you need v1 in users' hands? \*

- Under 6 weeks
- 2-3 months
- 3-6 months
- 6+ months
- Flexible

**Build budget \***

- Under £10k
- £10k-£25k
- £25k-£60k
- £60k-£150k
- £150k+

**Do you have a monthly maintenance / iteration budget?**

- Yes
- No

**Anything else**

**Anything else we should know?**

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When you're ready, complete the online version at the link Foundry & Co sent you. Required fields are marked with \*.