The one-page idea brief

Ten boxes. Fill them badly in one sitting, then show three people.

This is the whole idea stage on one page: the document you send a potential co-founder, show at the start of a customer interview, paste into your AI assistant for context and later turn into the first slides of a deck. Rewrite it after the validation stage; it is supposed to change.

1. The problem, and who has it

In the sufferer's words. Role, context, how often it happens.

2. How they solve it today

The spreadsheet, the agency, the intern, doing nothing. What it costs them in money and time.

3. The solution in one sentence

What changes for them. No features.

4. Why now

The change in rules, technology or behaviour that makes this possible or necessary.

5. First customer segment and its size

A count from a real source, times a price. Show the arithmetic.

6. How it makes money

Who pays, how much, how often. Cost to serve one customer.

7. Why you

Domain knowledge, access, skill, distribution you already own.

8. The three riskiest assumptions

Written as sentences you could test in a week.

9. The first ninety days

What must be true at the end of month one, two and three.

10. The one metric

The number you will look at every Friday.

Three readers

Send the brief to two people who know the industry and one who knows you. Ask each only: what would have to be true for this to work?

Reader	What they said would have to be true	What you changed

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