

Kickoff

Project name :

Client referent :

Studio referent :

Date :

Explain the product's vision (in 1 sentence

The project essentials milestones? (including the external events that can influence the deadlines)

It is (describe the characteristics without constraints)

It is not (same here)

Which constraints can we eliminate as quick wins, and who can commit to that within the core team?

"We will succeed if" – list here the obstacles, the risks to avoid and the ways to avoid them, the stakeholders' wishes and the criterias of success

The primary to-do list:

The disponibility of the people we need to observe. Where? When? How?

What budget are we potentially ready to allocate to the project?