

Project Brief

Project Brief: {{PROJECT_NAME}}

“ **Project:** {{PROJECT_NAME}} **Version:** {{VERSION}} **Date:** {{DATE}}
Author: {{AUTHOR}} **Status:** Draft | In Review | Approved **Reviewers:**
{{REVIEWERS}}

Document History

Version	Date	Author	Changes
0.1	{{DATE}}	{{AUTHOR}}	Initial draft

1. Executive Summary

“ {{EXECUTIVE_SUMMARY_PARAGRAPH}}

2. Business Context & Market Opportunity

2.1 Business Context

{{BUSINESS_CONTEXT}}

2.2 Market Opportunity

Dimension	Current State	Opportunity
Market Size	{{CURRENT}}	{{OPPORTUNITY}}
Target Segment	{{SEGMENT}}	{{SEGMENT_SIZE}}
Growth Rate	{{GROWTH}}	{{PROJECTED}}
Key Trend	{{TREND}}	{{IMPLICATION}}

2.3 Strategic Fit

This project directly supports:

- **Strategic Goal:** {{STRATEGIC_GOAL}}
 - **OKR / Initiative:** {{OKR_REFERENCE}}
 - **Alignment with ALAI mission:** {{ALIGNMENT_EXPLANATION}}
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3. Problem Statement

3.1 Core Problem

{{PROBLEM_STATEMENT}}

3.2 Pain Points

#	Pain Point	Affected Stakeholder	Measurable Impact
P-01	{{PAIN_POINT}}	{{STAKEHOLDER}}	{{IMPACT}}
P-02			
P-03			

3.3 Current State Gaps

Current Process/System: {{CURRENT_STATE_DESCRIPTION}}

Key Gaps:

- {{GAP_1}}

- {{GAP_2}}
- {{GAP_3}}

Cost of Inaction: {{COST_OF_NOT_ACTING}} (e.g., \$X/year in manual labor, X% churn risk, regulatory penalty)

4. Proposed Solution Overview

4.1 Solution Description

{{SOLUTION_DESCRIPTION}}

4.2 Key Capabilities

#	Capability	Addresses Pain Point	Priority
CAP-01	{{CAPABILITY}}	P-{{XX}}	Must Have
CAP-02			Must Have
CAP-03			Should Have
CAP-04			Could Have

4.3 Solution Architecture (High Level)

```
graph LR
  A[{{USER_TYPE}}] --> B[{{FRONTEND}}]
  B --> C[{{BACKEND_API}}]
  C --> D[{{DATABASE}}]
  C --> E[{{EXTERNAL_SERVICE}}]
```

4.4 Platforms & Channels

- ☐ Web Application
- ☐ iOS Mobile App
- ☐ Android Mobile App
- ☐ API / Backend Service
- ☐ Admin Dashboard

☐ Other: {{SPECIFY}}

5. Key Benefits & ROI Projection

5.1 Quantified Benefits

Benefit Category	Description	Estimated Annual Value
Revenue increase	{{DESCRIPTION}}	{{NOK_AMOUNT}}
Cost reduction	{{DESCRIPTION}}	{{NOK_AMOUNT}}
Risk reduction	{{DESCRIPTION}}	{{NOK_AMOUNT}}
Productivity gain	{{DESCRIPTION}}	{{NOK_AMOUNT}}
Total Annual Benefit		{{TOTAL}}

5.2 ROI Calculation

Metric	Value
Total Investment (Year 1)	{{INVESTMENT}} NOK
Total Annual Benefit	{{ANNUAL_BENEFIT}} NOK
Payback Period	{{PAYBACK_MONTHS}} months
3-Year ROI	{{ROI_PERCENTAGE}}%
Net Present Value (3yr)	{{NPV}} NOK

Assumptions: {{ROI_ASSUMPTIONS}}

5.3 Qualitative Benefits

- Brand/Reputation: {{BRAND_BENEFIT}}
- Competitive Advantage: {{COMPETITIVE_BENEFIT}}
- Risk Reduction: {{RISK_BENEFIT}}
- Employee/User Experience: {{UX_BENEFIT}}

6. High-Level Requirements

#	Requirement	Type	Priority	Notes
HLR-01	{{REQUIREMENT}}	Functional	Must Have	
HLR-02		Functional	Must Have	
HLR-03		Non-Functional	Must Have	{{E.G., GDPR compliance}}
HLR-04		Functional	Should Have	
HLR-05		Functional	Could Have	

7. Competitive Landscape

Alternative	Type	Strengths	Weaknesses	Why We Win
{{COMPETITOR_1}}	Direct competitor	{{STRENGTHS}}	{{WEAKNESSES}}	{{DIFFERENTIATION}}
{{COMPETITOR_2}}	Indirect/substitute			
{{COMPETITOR_3}}	Build in-house alt			

Our Unique Value Proposition: {{VALUE_PROPOSITION}}

8. Resource Requirements

8.1 Team

Role	Effort	Source
Project Manager	{{ESTIMATE}}	ALAI internal
Tech Lead	{{ESTIMATE}}	ALAI internal
Developer(s)	{{ESTIMATE}}	ALAI internal
Designer	{{ESTIMATE}}	ALAI internal / contract
QA	{{ESTIMATE}}	ALAI internal

8.2 Budget Summary

Category	Estimated Cost (NOK)
Development	{{AMOUNT}}
Design	{{AMOUNT}}
Infrastructure	{{AMOUNT}}
Licenses	{{AMOUNT}}
Contingency (15%)	{{AMOUNT}}
Total	{{TOTAL}}

8.3 Timeline

Phase	Duration	Start
Planning & Requirements	{{DURATION}}	{{DATE}}
Design	{{DURATION}}	{{DATE}}
Development	{{DURATION}}	{{DATE}}
Testing & UAT	{{DURATION}}	{{DATE}}
Launch	{{DURATION}}	{{DATE}}
Total Duration	{{TOTAL_DURATION}}	{{START_DATE}}

9. Go / No-Go Decision Criteria

9.1 Go Criteria (ALL must be met)

- ☐ Budget approved: {{BUDGET_THRESHOLD}}
- ☐ Key stakeholders aligned on scope and timeline
- ☐ {{CRITICAL_DEPENDENCY}} confirmed available
- ☐ Legal/compliance review completed
- ☐ {{ADDITIONAL_GO_CRITERION}}

9.2 No-Go Triggers (ANY is sufficient to stop)

- ☐ Budget approval exceeds {{THRESHOLD}}% above estimate
- ☐ Critical dependency {{DEPENDENCY}} unavailable within {{TIMEFRAME}}

- ☐ Regulatory/legal blocker identified
- ☐ {{ADDITIONAL_NO_GO_TRIGGER}}

9.3 Decision

Dimension	Decision	Decision Maker	Date
Proceed with planning	Go / No-Go / Hold	{{DECISION_MAKER}}	
Budget approved	Yes / No / Conditional	{{BUDGET_APPROVER}}	
Resource allocation approved	Yes / No	{{RESOURCE_APPROVER}}	

Approval

Role	Name	Date	Signature
Author			
Reviewer			
AI Director (John)			
Project Sponsor			
CEO (Alem)			

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