

QIROVA · TEMPLATE

Founder's Website Brief Template

1. The Business

- Company name & one-line pitch
- Who you serve (ICP) and where they hang out
- Revenue goal for the next 12 months
- Primary competitors and what you do better

2. The Website's Job

- Single most important action a visitor should take
- Secondary conversion goal
- Metrics that define success (leads/mo, AOV, demo bookings)

3. Brand & Voice

- Three adjectives that describe the brand
- Three brands you admire and why
- Words/tones to avoid

4. Content Inventory

- Existing copy assets (case studies, testimonials, bios)
- Photography / video / product shots available
- Logos, brand guidelines, fonts

5. Technical

- Preferred stack (Shopify, Framer, Webflow, custom)
- Integrations (CRM, email, analytics, payment)
- Domain / hosting / current CMS access

6. Timeline & Budget

- Ideal launch date and any hard deadlines
- Budget range for design + build
- Ongoing retainer appetite (yes/no)

7. Risks & Constraints

- Legal, compliance, or approval workflows
- Stakeholders who need sign-off
- Anything a previous agency got wrong

Ready to ship? Book a discovery call at nandinisaini.online/contact