



# Project brief

Fill in the fields right in the PDF, or print the brief, and send it to Maria on WhatsApp, Telegram or by email. If you do not know an answer, skip it and we will discuss it at the meeting. The brief lets us prepare an exact proposal: scope, price and timeline.

## 1 About the company

Company name

Industry

City

Website and social media  
if any

Contact person  
name and position

Phone / WhatsApp

Email

## 2 The task

What you need  
choose any

- ☐ Website   ☐ Online store   ☐ Design and branding   ☐ AI avatar or video  
☐ Chatbot or AI agent   ☐ Integrations   ☐ AI for business   ☐ Support

Main project goal  
what should change in the business

How we know it worked  
e.g. requests, sales, workload of managers

### 3 Customers and market

Who your customers are  
who buys and where they look for you

Competitors and examples  
websites you like and dislike

Languages

☐ Russian
 ☐ Kyrgyz
 ☐ English
 ☐ Chinese
 ☐ Other

### 4 Content and features

Sections and pages  
what the website should include

Features you need

☐ Online payment
 ☐ Booking
 ☐ Catalog
 ☐ Client portal
 ☐ CRM  
☐ 1C
 ☐ WhatsApp / Telegram
 ☐ AI consultant

What you already have

☐ Logo
 ☐ Corporate identity
 ☐ Texts
 ☐ Photos
 ☐ Video

### 5 Timeline and budget

Desired launch date

Budget  
in som

☐ up to 100,000
 ☐ 100–200k
 ☐ 200–400k
 ☐ 400k+  
☐ not sure yet

Package

☐ START
 ☐ BUSINESS
 ☐ PREMIUM AI
 ☐ not sure

### 6 Anything else

What else is important