**01. Client**

**02. Consultant**

**03. Date**

**04. Company background**

**05. Budget**

£

**06. Timescale**

Days/Weeks/Months

**07. Objectives and Goals**

**08. Who is the end user**

**09. Users’ pain points/problems to be solved**

**10. Who are the competitors and what are your differentiators?**

**11. Deliverables**

**12. Other information**