DESIRE LINE

PROJECT KICKOFF BRIEF

[Project] kickoff brief

CLIENT [Client]
DATE [Date]
LEAD [Name]

[Explain the project purpose, intended result and immediate kickoff task.]

Scope and outcomes

- [Work included and intended outcome.]
- [Explicit exclusions or assumptions needing confirmation.]

Deliverables and milestones

Deliverable and acceptance	Owner	Target
[Deliverable and acceptance criterion]	[Owner]	[Date]
[Deliverable and acceptance criterion]	[Owner]	[Date]

Roles and client inputs

[Client contact, project lead, reviewer and information needed.]

Review process and next steps

[Review rounds from approved scope, decision authority and first actions.]