



BRAHMWORKS

Design.Manufacture.Innovation.

FOUNDER TOOL · FILLABLE PDF

Product Brief Template

The one brief to send before you ask for a quote — problem, user, constraints, volumes, and what already exists

WHAT'S INSIDE

- 01** Problem, user & key functions
- 02** Volumes, cost & constraints
- 03** What exists, timeline & decision makers
- Next steps with BrahmWorks

PRODUCT / PROJECT

TEAM / FOUNDER

DATE / REVISION

2026

Bangalore · Hardware product design & engineering

brahmworks.com/resources

00 How to use this brief

Three working pages. Fill what you know, mark what you don't, and send it before the first call.

1 Fill it in one sitting

Aim for rough and honest. A brief that arrives this week beats a polished one that arrives next month.

2 Write 'unknown' when you don't know

Unknowns are useful. They show an engineering partner where the first questions and the first risks are.

3 Be strict about must-haves

Every must-have adds cost and time. A short list shapes the architecture and makes a quote comparable.

4 Give ranges, not single numbers

Volumes, unit cost, timeline, and budget are ranges you enter. A range is enough to choose processes and suppliers.

5 Attach what exists

Sketches, photos, CAD, code, research notes, or competitor products. Tick them on page 5 and link them.

6 Send it before asking for a quote

A quote is only as good as the brief behind it. Expect questions back before numbers.

Nothing here is binding. It is a starting point — expect it to change after the first engineering review.

Fields are fillable in Adobe Acrobat / Reader, Chrome, Edge, and macOS Preview. Save a copy after filling so your answers stay with the file.

01 Problem, user & key functions

Describe the problem before the product. Then list what the product must do — and be strict about what is truly must-have.

PRODUCT IN ONE SENTENCE

What it is, who it is for, and the job it does

PROBLEM IT SOLVES

What goes wrong today, for whom, and how they cope without your product

WHO USES IT

Role, skill level, how often, where

WHO BUYS / PAYS

If not the user — and what they care about

USE ENVIRONMENT

Tick all that apply. Describe the extremes in the notes — qualitative is fine if you have no figures.

☐ Indoor

☐ Dust / dirt / mud

☐ Drops / rough handling

☐ Vehicle-mounted

☐ Outdoor

☐ Heat or cold extremes

☐ Handheld / worn on body

☐ Clinical / patient setting

☐ Rain / splashes / washdown

☐ Vibration / shock

☐ Fixed installation

☐ Farm / field use

KEY FUNCTIONS — MUST-HAVE VS NICE-TO-HAVE

Must-have: nobody would buy it without this. Everything else is nice-to-have or a later version.

#	FUNCTION / FEATURE	MUST	NICE	WHY IT MATTERS / NOTES
1		☐	☐	
2		☐	☐	
3		☐	☐	
4		☐	☐	
5		☐	☐	
6		☐	☐	
7		☐	☐	
8		☐	☐	
9		☐	☐	
10		☐	☐	

02 Volumes, cost & constraints

All numbers here are yours — ranges are fine. Write 'unknown' rather than guessing; unknowns tell us where to start.

TARGET VOLUMES

Your estimate of quantities, not a commitment.

STAGE	QUANTITY	WHEN
Prototypes / samples		
Pilot / first batch		
First 12 months		
Per year, steady state		

TARGET UNIT COST RANGE

Per unit at the volume you name. Founder-entered.

CURRENCY

FROM TO

AT VOLUME

THE RANGE IS

☐ Ex-works / factory gate

☐ Landed at your warehouse

☐ Not sure yet

TARGET SELLING PRICE

Optional. Helps sanity-check the cost target.

SIZE & WEIGHT

Limits the design must respect.

MAX SIZE / ENVELOPE

TARGET WEIGHT

POWER & BATTERY

How it is powered and how long it must run.

☐ Mains AC☐ Rechargeable battery☐ Vehicle supply

☐ USB / DC adapter☐ Primary (non-rechargeable)☐ Solar / harvesting

RUNTIME / BATTERY LIFE

CHARGING EXPECTATIONS

CONNECTIVITY

Tick what you expect. 'Not sure' is a fine answer.

☐ None☐ Wi-Fi☐ LoRa / sub-GHz☐ Wired (USB, CAN, RS-485...)☐ Cloud / dashboard

☐ Bluetooth / BLE☐ Cellular☐ GNSS / GPS☐ Mobile app☐ Not sure

REGULATORY MARKETS

Where you will sell first, then next.

☐ India☐ EU☐ US☐ UK☐ Other

CERTIFICATIONS YOU KNOW YOU NEED

OTHER CONSTRAINTS

Materials, colours, standards, parts or platforms to reuse.

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03 What exists today, timeline & decision makers

Tick only what is real and shareable. Name the dates that cannot move and the people who say yes.

WHAT EXISTS TODAY

Tick it, then attach or link it when you send the brief.

- ☐ Napkin / concept sketches
- ☐ Industrial design renders
- ☐ CAD model
- ☐ Looks-like prototype
- ☐ Works-like prototype
- ☐ Electronics (dev kit or custom PCB)
- ☐ Firmware / code
- ☐ Mobile app / cloud backend
- ☐ User research or pilot feedback
- ☐ Competitor products studied
- ☐ Patent / IP filings

LINKS / FILES, AND WHAT WORKS OR DOESN'T YET

TIMELINE

Target dates. Mark the ones that cannot move.

MILESTONE	TARGET DATE	FIXED?	WHY
First prototype		☐	
Pilot units		☐	
Launch / first sale		☐	
Hard deadline		☐	

DEADLINE DRIVER

BUDGET RANGE FOR DEVELOPMENT

Founder-entered. A range is enough.

CURRENCY

FROM

TO

BUDGET STATUS

- ☐ Committed
- ☐ Partly committed
- ☐ Depends on fundraising / grant

WHAT THE BUDGET SHOULD COVER

DECISION MAKERS

Who signs off on scope, budget, and design.

NAME	ROLE	DECIDES ON

HOW YOU WANT TO WORK WITH A PARTNER

Tick the closest fit.

- ☐ Design only
- ☐ Design + prototypes
- ☐ Design through pilot production
- ☐ Manufacturing handoff of an existing design
- ☐ Not sure yet

QUESTIONS FOR US / ANYTHING ELSE

Next steps with BrahmWorks

Send the brief, even half-filled. We reply with questions first, then a scoped proposal.

Where is the product today?

- ☐ Idea — problem and user defined
- ☐ Concept — sketches or renders
- ☐ Prototype — something works on the bench
- ☐ Ready to industrialise — design needs DFM and a manufacturer

WHAT YOU WANT FROM THE FIRST CONVERSATION

Talk to us

brahmworks.com/contact →

Send this brief with your sketches, photos, or files. A clear problem, honest constraints, and your ranges are enough to start.

WHAT TO BRING

- This brief, filled as far as you can
- Anything that exists — sketches, CAD, code, a prototype
- Your hard deadline and who decides

Prototype to production

brahmworks.com/prototype-to-production →

How we take a product from first prototype through DFM, pilot builds, and manufacturing handoff.

Resources for founders

brahmworks.com/resources →

More fillable tools, playbooks, and guides for hardware founders — including the Hardware Founder Toolkit and the Product Anatomy Workbook.

Partner, not vendor. A good brief is a shared starting point. We work through the unknowns with you — design, engineering, and build.