**stable/kernel App Kickoff Brief**

Please complete the following information and return it to Sarah Woodward, Director of Business Development, at sarah.woodward@stablekernel.com. If you have any questions about the brief, please don’t hesitate to ask.

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| Company Name |  |
| In a brief sentence or paragraph, tell us about your organization. |  |
| Application Description |  |
| Application Mission Statement |  |
| Why are you seeking out a development consultant? |  |
| What are your target platforms? |  |
| Who is your end user? |  |
| Desired User Experience |  |
| What are your overall goals and requirements for the project? |  |
| Are there any existing applications, products, or websites that you wish to emulate, improve upon, or compete with? If so, what are their URLs? |  |
| Do you have an existing development team, a designer/design team, or a marketing group? If so, how would they be involved with the project? |  |
| How involved do you plan to be in the development process? Do you have a project manager? |  |
| Will this application integrate with an existing web server? If yes, is there documentation for the web server API? |  |
| Content: Functionalities, type of content, features, etc. Is the content ready? |  |
| Who will be responsible for maintaining the application after launch? |  |
| Tell us about your budget and timeline. |  |
| What does a finished project look like to you? |  |
| Is there anything else we should know about your project? |  |