

Internal project proposal brief (Template & Video Brief)

Make a small, reviewable request for a project pilot. Edit, copy or download this free template, with inputs, a story order and review points.

Internal project proposal brief

Purpose: Make a small, reviewable request for a project pilot.

Current problem and cost: [Add your own information]

Who is affected: [Add your own information]

Proposed pilot: [Add your own information]

Alternatives considered: [Add your own information]

Required people and budget: [Add your own information]

Success and stop criteria: [Add your own information]

Decision owner and date: [Add your own information]

Story order: Show the current cost, compare the options, propose a bounded pilot and state what approval would authorize.

Review: Use a 90 second proposal summary. Distinguish estimated savings from measured savings and attach the calculation assumptions.

For a video (if needed): target duration, narration language, required visuals and one next action. Confirm scope and quote before production.

Turn your PDF, PPTX pitch deck, or brief into a 30-180s narrated business video

Upload slides or documents at Axiom Lab for free material analysis before production:

- > Edit or copy this template online: <https://axiomlab.online/templates/internal-project-proposal>
- > Watch the complete 74s demonstration film: <https://axiomlab.online/examples/pitch-deck-demo>
- > Turn your PDF or PPTX deck into a video: <https://axiomlab.online/pitch-deck-to-video>
- > Rehearse with the free script timer: <https://axiomlab.online/tools/script-timer>