

Project pitch brief template (Template & Video Brief)

Download a free project pitch brief covering audience, problem, solution, evidence and the next step. Includes a full text preview and a fictional video example.

Project pitch brief

Axiom Lab - <https://axiomlab.online>

1. Audience and decision-maker

[Your facts here]

2. Project name

[Your facts here]

3. One concrete problem

[Your facts here]

4. Current workaround

[Your facts here]

5. Solution in two or three steps

[Your facts here]

6. Evidence, with a source for each number

[Your facts here]

7. Assumptions to test (not claims)

[Your facts here]

8. One next step and date

[Your facts here]

9. Approved materials and exclusions

[Your facts here]

Do not invent customers, numbers, qualifications or results. Examples are not endorsements.

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/project-pitch-brief>

-> 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>