

SaaS product introduction brief (Template & Video Brief)

Explain who the software helps, the job it completes and the next step to evaluate it. Edit, copy or download this free template, with inputs, a story order and review points.

SaaS product introduction brief

Purpose: Explain who the software helps, the job it completes and the next step to evaluate it.

Target user and trigger: [Add your own information]

Current workaround: [Add your own information]

Core workflow: [Add your own information]

Verified capability: [Add your own information]

One proof point: [Add your own information]

Integration or setup needs: [Add your own information]

Demo or signup link: [Add your own information]

Story order: Start with a recognizable task, show the workflow in three steps, explain the resulting change and invite a demo.

Review: A 60-90 second explanation can introduce the product. Capture real screens separately when viewers need to inspect exact interface behavior.

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/saas-product-introduction>
- > 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>