

Project brief: the details we quote from

Tick what applies, skip what you are not sure about, and send it back on WhatsApp. The more you fill, the tighter the quote. Prefer tapping? The same form is online at **tekko.in/start**.

1 · What are we building? tick as many as apply

- | | |
|--|--|
| ☐ Online store or website | ☐ Shop management software (job cards, billing) |
| ☐ Mobile app (customers or staff) | ☐ Marketplace or platform |
| ☐ Automation (Instagram, photos, back-office) | ☐ Billing and GST invoicing |
| ☐ Authentication certificates (QR verify) | ☐ Brand site for a microbrand |
| ☐ Product drops / limited releases | ☐ Something else (describe below) |

Website type: tick one

- ☐ Editorial brand site ☐ Online store ☐ Brand site + store ☐ Web app / platform ☐ No website needed

The project in your own words:

2 · What exists today?

You run things on: tick one

- ☐ Nothing yet
☐ Paper, Excel, or WhatsApp
☐ A website or store
☐ Software to replace or extend

Domain (yourname.com):

- ☐ Own one ☐ Need one ☐ Not sure

Links (current site, Instagram):

Existing data to bring over:

- ☐ Product data ☐ Customer records
☐ Old invoices ☐ Job history ☐ Photos

Branding:

- ☐ Full brand kit ☐ Just a logo ☐ Need branding

Sites or brands you want yours to feel like:

3 · What should it do?

Selling

- | | |
|--|---|
| ☐ Product catalogue | ☐ Cart and checkout |
| ☐ Online payments | ☐ UPI / COD |
| ☐ Shipping | ☐ Discounts / offers |

Reach

- | | |
|---|---|
| ☐ Instagram automation | ☐ WhatsApp integration |
| ☐ Customer app | ☐ Email / SMS updates |
| ☐ Multiple languages | |

Running the business

- | | |
|---|--|
| ☐ Job cards / repairs | ☐ GST invoicing |
| ☐ Inventory | ☐ Customer records |
| ☐ Staff logins / roles | ☐ Reports / exports |

Trust

- | | |
|---|--|
| ☐ Certificates + QR verify | ☐ Evidence reports |
| ☐ Public verify pages | ☐ Warranty registration |
| ☐ Serial number registry | |

Drops and releases

- | | | |
|--|--|--|
| ☐ Timed drop windows | ☐ Waiting room / queue | ☐ Fair draw (provably random) |
| ☐ First come first served | ☐ Pre-orders / deposits | ☐ Numbered / limited editions |
| ☐ Waitlist + notify me | | |

Growth and support

- | | | |
|---|---|--|
| ☐ SEO + AI search optimisation | ☐ AI chatbot / concierge | ☐ WhatsApp AI bot |
| ☐ Content / social marketing | ☐ Trademark support | ☐ Accounting / GST filing support |
| ☐ Staff training | | |

4 • Customisation you need

- | | |
|---|--|
| ☐ Invoice format must match my current one | ☐ Certificate design in my branding |
| ☐ My own workflow / job stages | ☐ Custom reports |
| ☐ Special pricing rules | ☐ Nothing special, standard is fine |

Describe any custom behaviour (the more specific, the better the quote):

5 • Connections and scale

Should connect to:

- | | | |
|--|---|---|
| ☐ Razorpay | ☐ Stripe | ☐ UPI QR only |
| ☐ Cash on delivery | ☐ WhatsApp Business | ☐ Instagram |
| ☐ Shopify | ☐ Tally / accounting | ☐ Shiprocket / courier |
| ☐ Amazon / Flipkart | ☐ None of these | |

Market you sell to:

- ☐ India ☐ International ☐ Both

Your customers are:

- ☐ Collectors ☐ Walk-in retail ☐ Dealers / B2B
☐ Marketplace buyers ☐ Service customers

People using it:

- ☐ Just me ☐ 2-5
☐ 6-20 ☐ 20+

Locations:

- ☐ One ☐ 2-5
☐ More ☐ Online only

Products or jobs / month:

- ☐ Under 50 ☐ 50-500
☐ 500+ ☐ Not sure

6 • Photos, text, and data who provides what

Product / shop photos:

- ☐ I have good photos
☐ Raw photos, need editing
☐ Need photography

Written text:

- ☐ I will write it
☐ Tekko writes it
☐ A mix

Product / inventory data:

- ☐ Ready in a sheet
☐ Scattered, needs collecting
☐ Does not apply

7 • Timeline, revenue, and how you run it

Timeline:

- ☐ As soon as possible ☐ Within a month
☐ 1 to 3 months ☐ Flexible

Any hard date (launch, season, drop)?

Revenue you are targeting through this:

- | | | |
|---|---------------------------------------|-------------------------------------|
| ☐ New venture, first sales | ☐ Under ₹1L/mo | ☐ ₹1L-₹5L/mo |
| ☐ ₹5L-₹20L/mo | ☐ ₹20L+/mo | |

How you want to run it: tick one

- ☐ Complete SaaS: Tekko's platform, one monthly fee
☐ Everything in my name (hosting, payments, billing), Tekko maintains it
☐ One-time build, I own and run it all ☐ Recommend what fits

Dedicated support person?

- ☐ Yes ☐ Shared is fine ☐ Not sure

Live cover during sales or drops:

- ☐ Not needed ☐ Launch days only ☐ Few hrs/week
☐ Business-hours cover ☐ Round-the-clock during drops

8 • You

Name:

Business name:

WhatsApp number:

Email (your copy of the brief goes here):

Who signs off? tick one

- ☐ I decide ☐ Partner / family ☐ Company approval

City:

Best way to reply:

- ☐ WhatsApp ☐ Call ☐ Email

Anything else we should know?