

<Shape Up Template>

▼ Status	To Be Pitched
👤 Assign	ⓓ Dionne Van Zyl
▼ Appetite	2 Weeks

A. Set Boundaries

1. Appetite: Set a date and TIME (measure in deep work sessions since you have other work to do too)



2. What problem are you solving?



3. What is included?



4. What is *not*?



B. Fat Marker Design

1. What is the deliverable? (*Guidelines: - Keep it high level, rough, and solved*)



2. Do a rough drawing (if applicable).



C. Risks & Rabbits

1. What could get us stuck?



2. How would you expand or add to the solution (if the project goes well)?



3. What things could cut out?



D. Make the Pitch

Set a 2pm slot on Slack. Then present:

1. The Problem
2. The Solution
3. What this is and what it is not
4. Rabbit holes identified
5. How you will scale or amend your solution if necessary
6. Once the pitch is done, the clock starts.....

E. Documents