

nyro.

SAMPLE DOCUMENT

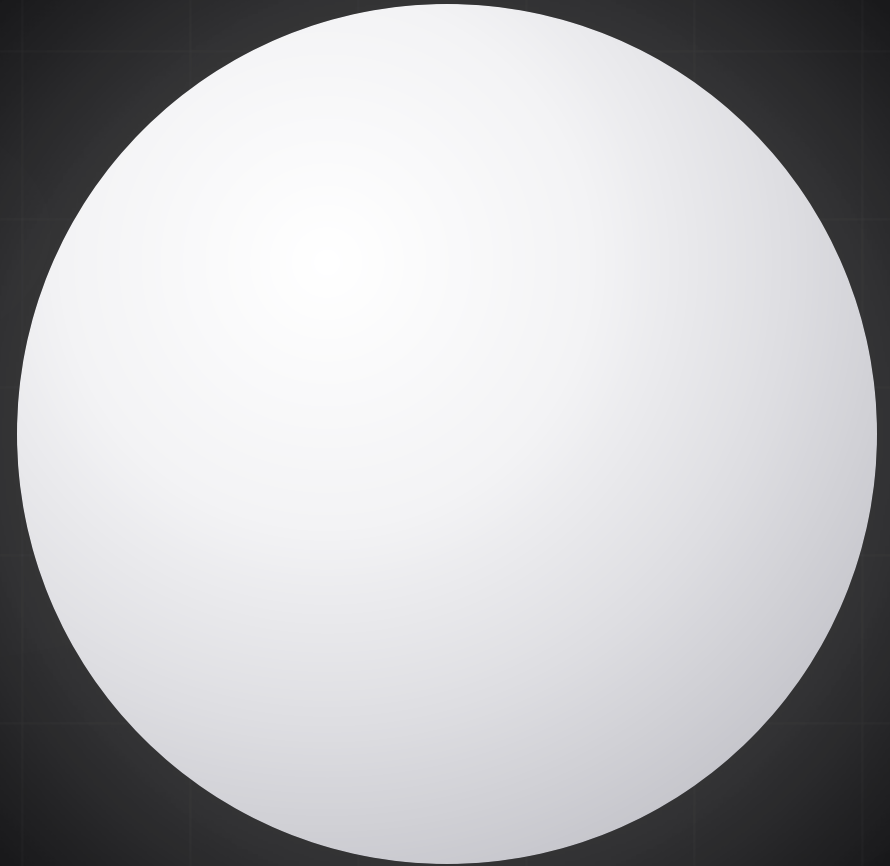
BUILD BRIEF & PROPOSAL

Yourapp.

Built around your audience.

The document every nyro build starts with: the product, the model, the plan, the deal, the risks. This sample shows the shape; the real one is written around you.

Built for you · @yourhandle · By nyro · nyro.co



Your audience, *as a product.*

One page that says what we are building, why your audience buys it, and what both of us make if it works. Every claim on it traces to a page deeper in the document.

The numbers below are redacted in the sample because they are not boilerplate: the price, the split, and the scope are agreed per deal, on the strategy call, before anything is built or paid.

ON THE CALL

HERO PRICE

ON THE CALL

YOUR SHARE

Weeks

TO FIRST WORKING BUILD

100%

YOURS, IN WRITING

The trajectory, three *ways*.

SCENARIO	MONTH 3	MONTH 6	MONTH 12
CONSERVATIVE	ON THE CALL	ON THE CALL	ON THE CALL
BASE	ON THE CALL	ON THE CALL	ON THE CALL
OPTIMISTIC	ON THE CALL	ON THE CALL	ON THE CALL

Three scenarios, always, and the argument is made from the smallest one. Your reported numbers are flagged as reported until verified, and the model is anchored to the conservative case. The upside argues for the split; the downside is what we plan around.

THE RULE

If a projection ever looks exciting in a nyro brief, read the scenario label again. The exciting one is never the one we planned around.

Day 0 to *launch*.



KICKOFF

Brand kit in, scaffolding up, and the extraction session on your calendar. The items only you can do are scheduled first.



CORE BUILD · MVP review

The product takes shape on proven rails, and you review a working MVP mid-build, not a slideshow of one.



FEATURE LAYER · at-risk

The parts that need your voice and your face. Marked at-risk in advance, front-loaded, and contractually scheduled.



LAUNCH

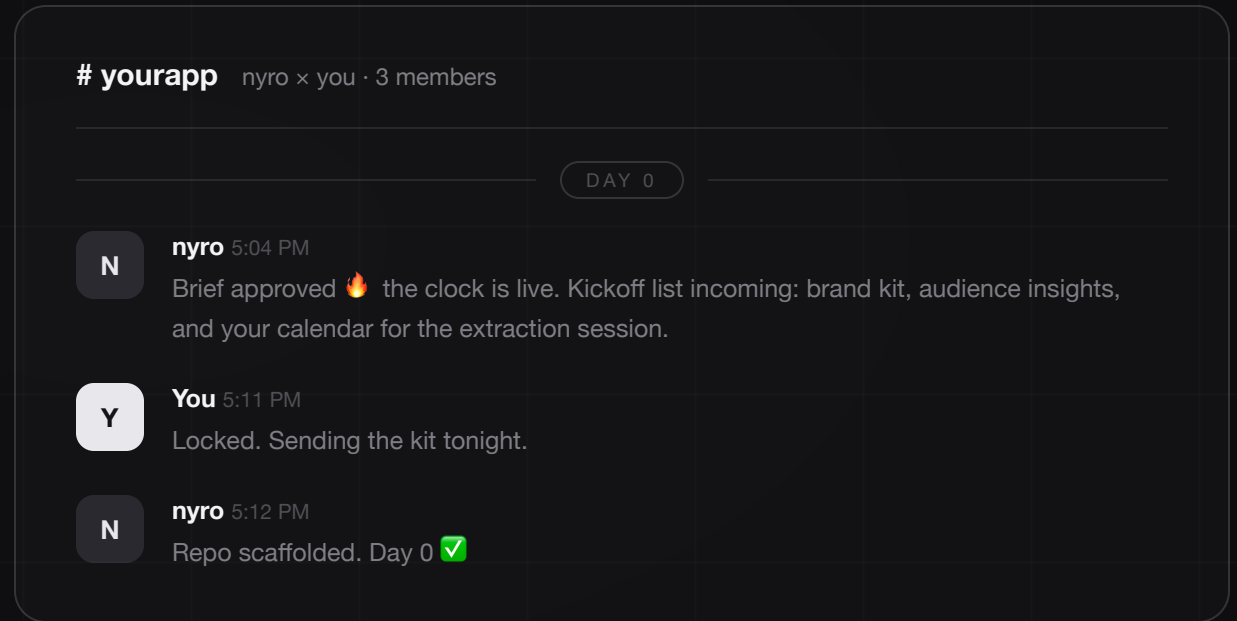
QA, polish, the content session, and the ship. Then the real work starts: we run and grow what we built.

Day labels are relative, so the plan holds even if the start shifts. The risky items are marked before they are risky.

HOW THE BUILD RUNS

One channel. Decisions in writing. A visible *clock*.

You are in the channel with the people doing the work, no account managers. The brief, the plan, and every approval live there, so the clock is never a mystery.



Day 0, illustrated: the shape of the channel the afternoon the brief is approved.

What could break, and the *plan*.

The content bottleneck

Your voice is usually the moat and the constraint, so it is front-loaded, batched, and scheduled in the agreement rather than hoped for.

The unproven funnel

Instrumented from day one, priced to qualify intent, and modeled on the conservative case for exactly this reason.

Key-person risk

You are the face. The system is built so the product survives your busiest month, not just your best one.

Yours will differ

The real brief names the risks specific to your product and audience. If a brief has no risks page, someone is hiding the risks.

Every risk ships with a named mitigation, not a hope.

Relentless, in *writing*.

We take accountability.

If a day slips on our side, you hear it from us first, with the recovery plan attached.

We tell the truth early.

Reported numbers get flagged. Projections anchor low. Mockups are labeled illustrative.

We ship on a clock.

A day-by-day plan with the risky items marked in advance, visible to you the whole way.

Not values on a wall. Clauses in the agreement.

We answer.

Response times are written into the agreement, and you talk to the people doing the work.

We only eat if it works.

Our share is of what the product makes. If it earns nothing, we earn nothing.

Launch is Day 0, not the finish.

The brief plans past the ship date, because we run and grow what we build.

NEXT STEP

The next brief has *your* *handle on it.*

One strategy call, then the document lands: your product, your model, your plan, your deal. You approve it before anything is built or paid.

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