

A SOURCED COMPANY NARRATIVE

Workbench, with a paper trail

Help small service teams turn project handoffs into an inspectable decision record.

GBP

Facts and assumptions labeled



What exists.
What we will test.

A fictional pitch example. All company, market, team and financial figures are invented for testing the template.

THE WORK WORTH IMPROVING

Start with the customer's friction.

01

Project context is spread across several documents.

02

A new reader struggles to identify the next decision owner.

03

Evidence and assumptions are often mixed in the same summary.

Show how the work changes.

Collect the supplied context

01

Keep original source locators alongside the brief.

Frame the decision

02

Name scope, owner, uncertainty and acceptance.

Leave a readable handoff

03

Give the next person an explicit action and evidence trail.

Build from explicit segments.

Illustrative small-service-team segment

assumption

Planning scenario / 2026 · Sources: planning

A synthetic segment for the example, not a verified market estimate.

1,200 buyers × £600.00 per year

£720,000.00

Illustrative studio segment

assumption

Planning scenario / 2026 · Sources: planning

May overlap the first segment; values must not be added.

400 buyers × £900.00 per year

£360,000.00

Segment values are calculated from supplied inputs. They are not summed; segments may overlap.

State the price and its basis.

Team workspace

£50.00

Per team per month, illustrative list price.

assumption

Planning scenario / 2026 · Sources: planning

COST BOUNDARY

Support and hosting costs have not been validated.

Progress with a denominator.

Paying teams

24

customers

Fictional teams with a paid invoice in the stated month.

observed

Synthetic September snapshot · Sources: ledger

Previous: 18 · Synthetic August snapshot

+33.3% versus previous value

Monthly recurring revenue

£1,200.00

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Illustrative recurring revenue, before unverified operating costs.

observed

Synthetic September snapshot · Sources: ledger

Previous: 900 · Synthetic August snapshot

+33.3% versus previous value

Activation in the sample

62%

percent

Fictional cohort completing the stated first-handoff action.

observed

Synthetic later cohort · Sources: cohort

Previous: 58 · Synthetic earlier cohort

4.0 percentage points

Treat distribution as a test.

CHANNEL	EXPERIMENT	SUCCESS CONDITION	OWNER
Facilitated team trial	Invite five fictional teams to a bounded handoff exercise.	Each team can identify the supplied decision owner.	Customer learning lead
Studio referral	Ask example studio users to describe the workflow to a peer.	Document the questions peers ask before a trial.	Product lead

Explain the choice in context.

ALTERNATIVE	WHERE IT IS STRONG	TRADE-OFF TO INVESTIGATE
Existing document workflow	Familiar and inexpensive to begin.	The team maintains its own structure and source links.
General project workspace	Broad task and collaboration features.	A specific handoff method still needs to be agreed.

Connect experience to the work.

Avery North

Product lead / fictional

Synthetic biography: leads the example workflow and designs bounded learning trials.

Own the decision model and product scope.

Riley Moss

Engineering lead / fictional

Synthetic biography: builds the local prototype and defines operational constraints.

Own implementation feasibility and delivery evidence.

SUPPLIED FUNDING REQUEST

£600,000.00

Illustrative request only. No valuation or financing terms are supplied.

USE	GBP	SHARE OF REQUEST	MILESTONE
Product development	£300,000.00	50.0%	Deliver a reviewed workflow with explicit acceptance.
Customer learning	£180,000.00	30.0%	Complete the bounded validation plan.
Operating reserve	£120,000.00	20.0%	Document operating assumptions and update the plan.

Allocation totals are validated against the request. No valuation or investment outcome is inferred.

Name what could change the case.

RISK	NEXT VALIDATION	OWNER
The handoff problem may be too infrequent for repeat use.	Observe repeated use within a supplied customer cohort.	Product lead
The support burden is not yet measured.	Record actual support time during a bounded trial.	Operations lead
The synthetic pricing assumption may not hold.	Gather real pricing feedback before treating it as an observation.	Customer learning lead

Make the evidence inspectable.

planning

Fictional planning worksheet · link not supplied

Invented assumptions for demonstrating market and pricing fields.

ledger

Synthetic invoice ledger · link not supplied

Invented August and September rows; not company financial records.

cohort

Synthetic activation worksheet · link not supplied

Invented cohorts with a declared first-handoff definition.

Replace every synthetic figure with supplied evidence before using this presentation with investors.