



Solo Project Brief

7-Section Template with Examples

Fill each section for your own project — examples use a fictional app called MealPlanr

1 One-Liner



Template

[Product] helps [audience] [outcome] by [mechanism].

Example

MealPlanr helps busy parents eat healthier by generating weekly meal plans from grocery store sale flyers.

Keep it to one sentence. If you can't, your scope is too broad.

2 Target User & Customer

USER

The person using it

Working parents (ages 30-45) who cook 4+ dinners per week but hate the planning part.

CUSTOMER

The person paying

Same person — they'd pay to save 2 hours of weekly planning time.

Sometimes the user and customer are different (e.g. kids use it, parents pay). Be specific about both.

3 Problem + Why Now

PROBLEM

Families waste ~\$1,500/year on groceries they don't use because meal planning is tedious and disconnected from what's actually on sale.

WHY NOW

Grocery chains now publish sale data via API, and LLMs can generate recipes on the fly — matching meals to deals is suddenly automatable.

4 Solution + Scope Guardrail



WHAT YOU'RE BUILDING

A web app that ingests your local store's weekly deals, generates a 5-dinner meal plan, and outputs a one-tap shopping list.



WHAT YOU'RE NOT BUILDING (V1)

V1 supports one grocery chain (Kroger) only.
No dietary-restriction filters, no pantry tracking, no mobile app.
Just plans and a list.

5 20-Hour Proof Goal



20
HOURS

"In 20 hours I will have a working prototype that pulls this week's Kroger sale data, generates a 5-meal plan via API, and produces a shopping list — and I'll test it with 5 real families to see if at least 3 actually cook from it."

6 Top 3 Risks + Mitigations

RISK 1

Kroger's sale data is unreliable or hard to scrape.

MITIGATION

Test the data pipeline in hour 1. If it fails, pivot to user-uploaded photos of flyers + OCR.

RISK 2

LLM-generated recipes might be weird or inedible.

MITIGATION

Constrain prompts to a curated recipe database. Taste-test the first batch yourself.

RISK 3

Parents say they want this but won't change behavior.

MITIGATION

The 5-family test is specifically designed to catch this before investing more time.

7 Path to Revenue

FIRST DOLLAR

Charge \$3/month after a 2-week free trial. Target: 10 paying users from a local parenting Facebook group.



FIRST \$1K/MO

Expand to 3 grocery chains, add dietary filters, grow to ~350 subscribers via word-of-mouth and a referral feature.



BEYOND

Affiliate revenue from grocery delivery partners (Instacart, store pickup) who pay per completed order.

Now fill in yours.

Be specific. Be small. Be honest about risks.

If your one-liner needs two sentences, your scope needs trimming.