

Make the decision easy to say yes to.

A decision-ready proposal for
Harbor & Pine Advisory

A fictional client brief used to demonstrate the service:
clear story, checked figures, and a clean handover.

WORKING BRIEF

Northstar Advisory

THE ASK

**Align partners around a
90-day pilot decision.**

Audience / agency partners
Offer / research sprint + workshop
Fee / £250 fixed scope



Start with the decision, not the decoration.

The fictional source facts below are deliberately explicit so every slide has a traceable job.

CLIENT-APPROVED FICTIONAL BRIEF

Harbor & Pine Advisory

AUDIENCE

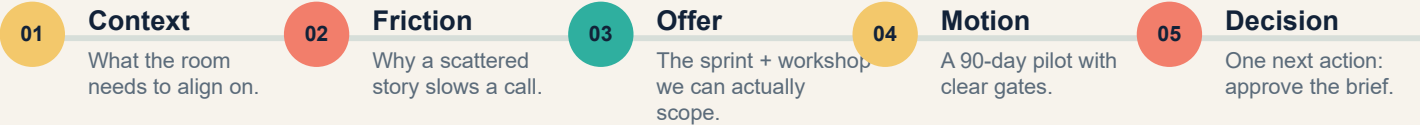
Agency partners who need one shared story.

DECISION

Approve a 90-day pilot within a £25,000 ceiling.

No outcome or performance claim is made.

THE STORY SPINE



DESIGN PRINCIPLE

Every page earns its place by moving the audience one step closer to a decision.

A ten-slide delivery with one clear job: move the room.

The proof shows the front half of the story; the paid scope finishes the decision path.

£250

fixed project fee

10 editable slides
+ PDF export
+ one revision

INCLUDED

- ✓ Editable 10-slide PowerPoint source
- ✓ Rendered PDF with figures checked
- ✓ One consolidated revision round

CLIENT SUPPLIES

- ✓ Approved facts and source content
- ✓ Logo / brand assets and references
- ✓ Output application/version and one decision-maker

FIVE-SLIDE FRONT HALF

01

Cover

Name the decision

02

Brief

Make facts traceable

03

Offer

Scope the work

04

Motion

Show the 90-day path

05

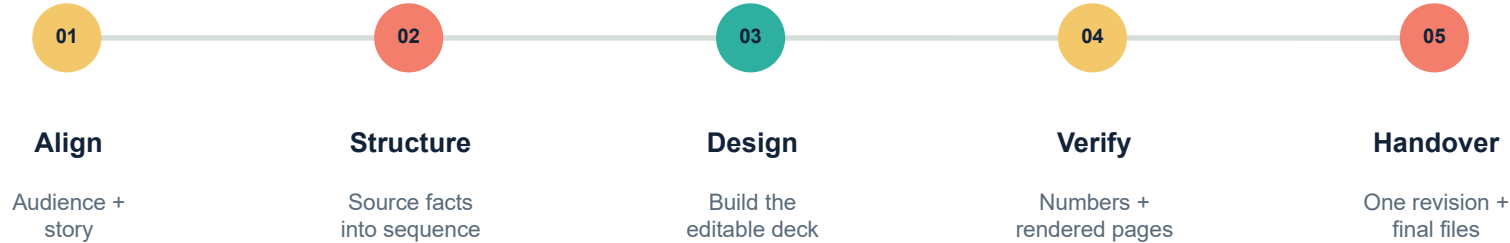
Decision

Make next step clear

The handover is part of the product.

A short production path keeps story, figures and rendering under control.

DELIVERY PATH



DONE MEANS

- ✓ Editable and PDF agree
- ✓ Figures trace to supplied facts
- ✓ No clipped text or broken visuals
- ✓ One revision path, then handover

INPUTS NEEDED TO START

Approved facts • Brand assets • Source content • Output app/version • One decision-maker

No invented business performance, customer logos or win guarantees.

Ready when the brief is.

A focused ten-slide build, delivered as an editable source and a checked PDF — with one revision included.

TO BEGIN

- ✓ Approve the audience, story and decision
- ✓ Send facts, source content and brand assets
- ✓ Confirm the output app/version and one reviewer

Reply with the source pack and the decision date.

FIXED SCOPE

£250

10 editable slides + PDF
One consolidated revision
Timing agreed after complete inputs

The fee is a proposal for the defined scope; any extra pages or revision rounds are agreed separately.

EDITABLE / CHECKED / HANDOVER-READY