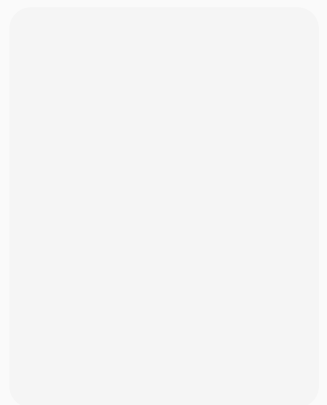
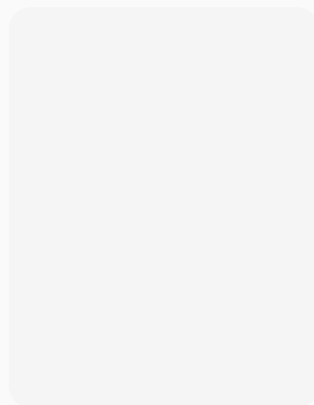
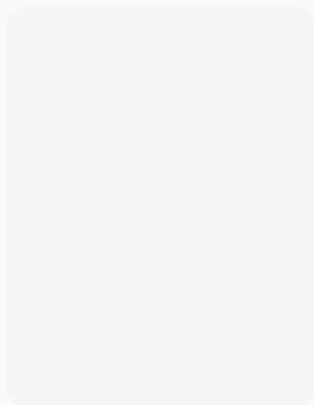
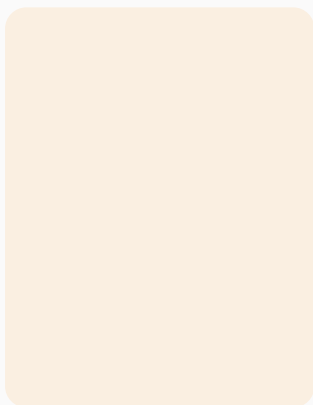


Fact sheet

Founded, team, locations and the people to call.



01

Overview

The appendix lists every source, with the date it was last checked. Where a number moved, the note beside it says what moved it. The checklist at the end is the version we use on live projects. Nothing here depends on a particular tool, so it travels between teams.

The examples are drawn from real briefs, with client details removed. The checklist at the end is the version we use on live projects. A short summary opens every section, and the detail follows for anyone who wants it. Use the sections in order the first time, then return to the ones your team needs.

The appendix lists every source, with the date it was last checked. The checklist at the end is the version we use on live projects. Every figure in this document comes from the last four quarters of reporting. Dates and owners are left blank on purpose, so the template can be reused.

Dates and owners are left blank on purpose, so the template can be reused. Where a number moved, the note beside it says what moved it. The examples are drawn from real briefs, with client details removed.

Each page is written to be read on its own, without the pages around it. Use the sections in order the first time, then return to the ones your team needs. Where a number moved, the note beside it says what moved it.