FOUNDER PROFILE & VENTURE BRIEF

07

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Founder · Fieldnote



ILLUSTRATIVE PHOTO



Good work starts with shared context.

I am building Fieldnote, a concept workspace that helps small service teams collect a useful brief, agree on scope and begin a client project without losing the original intent.

01 VENTURE THESIS

03 PRODUCT PRINCIPLES

02 DISCOVERY ARTIFACTS

THE PROFILE IN CONTEXT

I kept seeing the same problem in service teams: a promising first conversation becomes a scattered chain of messages and assumptions. Fieldnote is my response to that friction. I focus on customer discovery, product direction and the quality of the first working experience. My approach is to test one useful loop, document what remains uncertain and let evidence shape the next decision. I am most interested in conversations with people who manage the messy beginning of client work.

Customer discovery · Product strategy · Service workflows · Early-stage building · Founder-led sales

Venture	**Fieldnote · fictional concept**
Stage	**Prototype / discovery**
Focus	**Client-project onboarding**
Seeking	**Research conversations & collaborators**

Bengaluru · Building with a distributed team

FICTIONAL SAMPLE

CAPABILITY / CONTENT / EVIDENCE

What I am building around

01

Better questions at intake

Help a team collect the goal, constraints, context and unknowns before jumping to a solution.

Structured discovery brief

02

Visible scope decisions

Keep assumptions and exclusions next to the proposed deliverables, not hidden in chat history.

Shared scope record

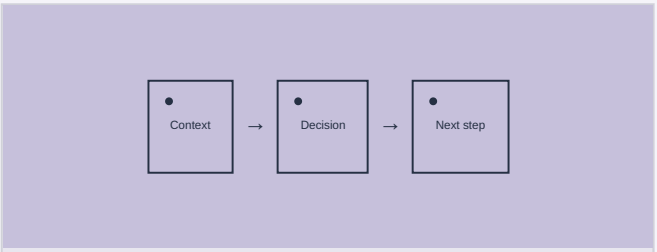
03

A calmer project start

Translate an agreed brief into responsibilities, milestones and the first useful action.

Project-start checklist

Work in progress, made visible



DISCOVERY

A first-conversation research guide

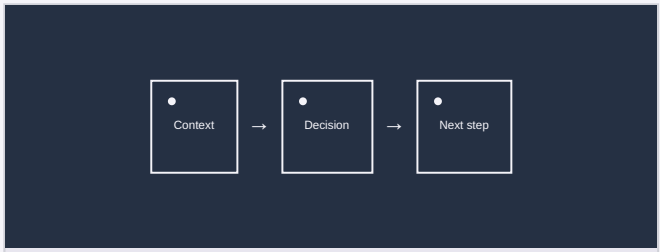
CONTEXT

We need to understand how small service teams decide whether an enquiry is a fit.

CONTRIBUTION

Created an interview guide focused on recent behavior, existing workarounds and moments of confusion.

Research guide and a fictional synthesis board; no real research results claimed.



PROTOTYPE

From loose notes to a reviewable brief

CONTEXT

The initial product needs to prove one useful job before expanding the feature set.

CONTRIBUTION

Sketched intake, clarification and a review-before-sharing flow.

Clickable concept and a test plan with explicit open questions.

These examples show the intended content structure. They are original fictional studies—not verified clients, completed research, clinical outcomes, endorsements or product performance.

FICTIONAL SAMPLE

APPROACH / EXPECTATIONS / NEXT STEP

How I approach early building

01

Observe

Study a recent workflow, not a hypothetical preference.

02

Frame

Name one job and the conditions around it.

03

Prototype

Build the smallest reviewable experience.

04

Learn

Document evidence, uncertainty and the next test.

Founder notes

Before Fieldnote

Product delivery experience

Illustrative background working with small service teams and digital workflows.

Current focus

Learn before adding features

Test the quality of briefs and the friction of review, not vanity engagement.

Principle

No hidden automation

Visitors should know when a draft is generated and approve what is shared.

GOOD FIT

Service-team operators willing to discuss real onboarding friction without sharing confidential client data.

IMPORTANT BOUNDARY

A claim of funded status, market traction, investor endorsement or a guaranteed business outcome.

Is the product live?	This sample presents a prototype-stage fictional venture, not an available commercial product.
Are you fundraising?	No active fundraising offer or financial terms are represented in this profile.
What introductions are useful?	People who manage project intake, proposals and client onboarding in small service teams.

THE NEXT CONVERSATION

Connect with the founder.

ishaan@profile.example · placeholder only

USEFUL CONTEXT TO SHARE

→ Your role or organization

→ Reason to connect

→ Relevant problem or collaboration idea

This is not a live contact channel. Use verified details in a real profile.

FICTIONAL SAMPLE