STARTUP COMPANY PROFILE

14

Fieldnote

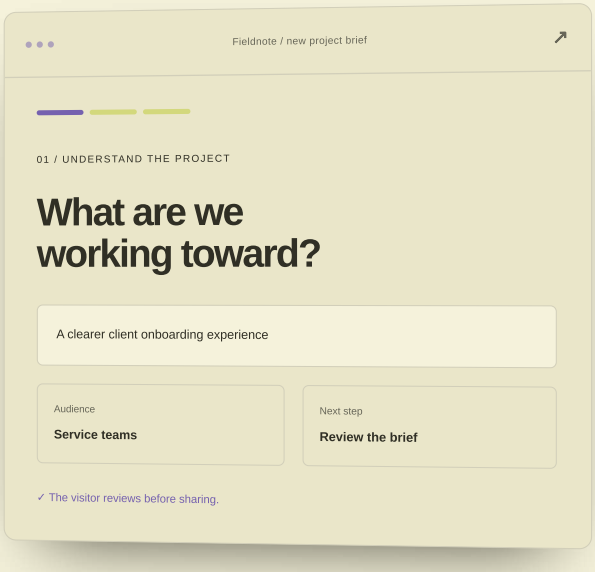
A Better Start for Every Client Project



ILLUSTRATIVE PHOTO

From first enquiry to a shared starting point.

A better beginning for project-based service teams. Fieldnote brings intake questions, scope decisions and project-start information into one reviewable workspace—so a useful conversation does not disappear into a message thread.



01 CORE WORKFLOW	**03** CONCEPT MODULES	**00** COMMERCIAL TRACTION CLAIMED

THE PROFILE IN CONTEXT

Client projects often begin with scattered context rather than a shared brief. Fieldnote explores a simpler alternative: collect what matters, expose unknowns and ask the client to review the starting point. We are focusing on the smallest useful loop between an enquiry and an agreed next action. At concept and prototype stage, our priority is learning whether the review step makes the beginning of a project clearer for both sides. Commercial assumptions remain hypotheses until tested.

Client onboarding · Service businesses · Workflow product · Customer discovery · Prototype

Customer	**Small project-based service teams**
Stage	**Concept / prototype**
Founder	**Ishaan Mehta · fictional**
Business model	**Subscription hypothesis; unvalidated**

Bengaluru · Distributed founding team

FICTIONAL SAMPLE

CAPABILITY / CONTENT / EVIDENCE

One workflow, three connected moments

01

Collect the right context

A guided intake gathers the project goal, current setup, constraints and important unknowns.

Structured enquiry record

02

Agree what the work includes

A review surface makes assumptions, deliverables and exclusions visible to both sides.

Reviewable scope draft

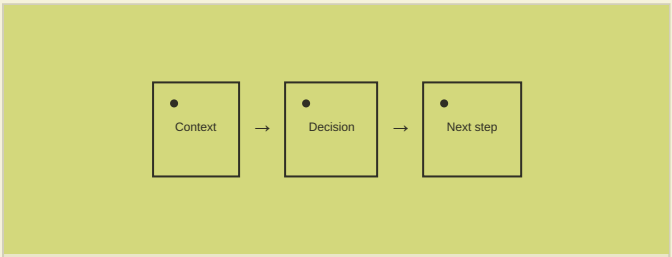
03

Start with shared ownership

Convert the agreed starting point into owners, dependencies and initial milestones.

Project-start workspace

Validation before scale



PROBLEM DISCOVERY

Understand the current workaround

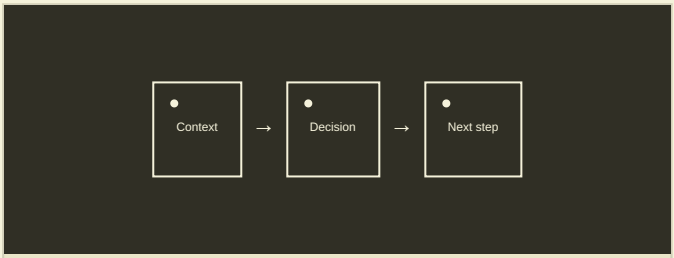
CONTEXT

The team needs evidence about how service firms currently qualify and start client projects.

CONTRIBUTION

Plan interviews around recent projects and inspect only consented, sanitized workflow artifacts.

Discovery plan with questions, assumptions and evidence criteria.



PROTOTYPE TEST

Can a client review a brief clearly?

CONTEXT

The concept must establish whether the proposed review step is understandable and useful.

CONTRIBUTION

Test a clickable prototype with fictional data and document confusion without exaggerating results.

Prototype flow and test protocol; no completed study claimed.

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

Milestones that reduce uncertainty

01

Discovery

Document the job and the current workaround.

02

Prototype

Make intake and review understandable.

03

Pilot design

Define success measures and consent boundaries.

04

Decision

Choose what to build next based on evidence.

Company snapshot

Team

Founder-led exploration

Ishaan owns discovery and product direction; collaborator roles remain open in this concept.

Roadmap

Test the smallest useful loop

Intake, review and a handover record come before broad workflow automation.

Evidence standard

Separate hypotheses from results

No customers, revenue, funding, partnerships or growth metrics are asserted.

GOOD FIT

Service-business operators and product collaborators interested in testing the onboarding problem.

IMPORTANT BOUNDARY

An available production SaaS, a securities offering or evidence of product-market fit.

Can I buy or use Fieldnote today?	No. This profile presents a fictional concept rather than a live product.
Is there a pricing plan?	A subscription model is a hypothesis only; no commercial pricing is offered.
What is a useful next conversation?	A discussion of your current intake workflow, friction and decision criteria.

THE NEXT CONVERSATION

Explore the concept.

fieldnote@profile.example · placeholder only

USEFUL CONTEXT TO SHARE

→ Your service business and role

→ Current project-intake workflow

→ Interest in research or collaboration

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

FICTIONAL SAMPLE