[Client name]

Client Kickoff Deck

[Project name]

[Meeting date]

Project goals

The outcome

[What we want to achieve]

Who it serves

[Primary audience or users]

How we’ll measure it

[Success measure and target]

Scope and deliverables

Included

[Deliverable 1]

[Deliverable 2]

[Revision rounds and formats]

Outside this scope

[Work excluded from this phase]

Timeline and approvals

Kickoff and inputs	[Date] · [Client sends materials]
First draft	[Date] · [Project lead shares draft]
Final approval	[Date] · [Approver signs off]

Next steps

From the client

[Owner sends input by date]

From the project team

[Owner shares the next deliverable by date]

Next check-in

[Meeting time and review channel]