Define the First Version

Keep the core benefit visible while you evaluate additional ideas.

Product / launch version

Review date / owner

Core customer task and promised benefit

Proposed feature	Need / evidence	Now / later / investigate

What does the customer lose if the feature is omitted?

Trace the Impact of an Addition

Confirm the changes with the people responsible before adding a campaign promise.

Feature under review / demonstrated operation and conditions

Parts / materials / tooling / variants / process changes

Design work / sampling / testing / inspection added

Packaging and instruction changes

Quoted cost effect / source / assumptions

Schedule effect / dependencies / owner

Does the minimum-funded budget still cover the original promise?

Record the Decision

A useful idea can remain in development while the first version is kept clear.

Uncertainty to investigate / test method / conditions

Acceptable result / responsible person / evidence reviewed

Next unresolved dependency

Decision for This Version

- [ ] Include now: evidence and revised commitments support it.
- [ ] Later version: useful, but outside the agreed first offer.
- [ ] Investigate: questions remain before a delivery commitment.

Reason / decision owner / date

Updated specification and campaign-copy version