

REMOTE WORKING SESSION

Pressure-Test Your Product Idea, *before a line of code.*

A guided working session that turns a vague product idea into a structured, stakeholder-reviewed, metrics-anchored requirements document, using PM Copilot, an AI workbench I built for exactly this.

THE PROBLEM

Most requirement documents fail upstream. By the time engineering grooms the spec, the bad decisions are locked in: vague metrics, missing stakeholders, edge cases discovered live in stand-up.

The cost isn't bad code. It's rework, late vetoes from legal or security, scope creep, and post-launch metrics like "increase engagement" that nobody can read.

FOR

Product managers, business analysts and founders with an idea to specify

TOOLS

PM Copilot

Five Whys

SMART metrics

BRD / PRD

WHAT WE WORK THROUGH**01 The why**

A Five Whys pass on your idea, so the root cause gets pressure-tested before anyone talks about features.

02 Stakeholders

Who is affected, from a library of eight personas, and each one's first-person critique of your plan.

03 The feature

Named and described, then rewritten for engineering and checked for vague phrasing.

04 Edge cases

Ten to fourteen cases across failure, scale, security, UX and data, each with a status.

05 Metrics

Checked against SMART, with the instrumentation events you would need to actually compute them.

06 Traceability

Goal → feature → metric → event. Features without a business goal and metrics without an event get flagged.

YOU LEAVE WITH

- A BRD or PRD engineering can build from, drafted in the session.
- Stakeholder objections and edge cases surfaced now, not on day 30 of a sprint.
- Metrics you can read after launch, with the events to measure them.
- A traceable line from business goal to tracked event.

See the tool walkthrough

consulting.jalcocertech.com/presentations/pd-pdm/slides.html

Qualify for a session

consulting.jalcocertech.com/#qualify

Ready to *pressure-test* yours?

Bring one idea. Leave with a brief your engineers can build from.

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