

# PRD: The LaunchReady Content Engine

A worked example of a Product Requirements Document for a real build: the system that researches, drafts, and fact-checks our articles before a person approves them. Kept at the simple altitude on purpose, so you can see the recipe filled in.

*A PRD is a living document. This is the first-version shape: short, honest, and built to be edited as the work teaches you more.*

## 1. Business context

LaunchReady earns trust with professionals who feel behind on AI. Research-grade articles and a weekly newsletter are how new readers find us. One founder cannot hand-write that volume every day and still hold the voice and fact-check bar on every piece. We want a system that produces publish-ready drafts on its own, with a person approving before anything goes live.

## 2. Problem statement

We need a daily pipeline that finds a story, researches it to primary sources, drafts it in our voice, checks every claim, and hands a person a review package, without a human writing each article from scratch, and without ever publishing an unverified claim.

## 3. Who is this for

Primary user: the founder, who reviews and approves each run.  
Secondary: the reader, a busy professional who wants a clear, honest read on what is happening in AI and what to do about it.

## 4. Why now

Daily content is the top of the funnel, and the funnel is the priority. Hand production caps output at a few pieces a week and the voice and fact bar slips when the week gets full. The system is also the reference build we will hand to clients, so building it well pays twice.

## 5. Success outcomes and KPIs

A publish-ready draft per run with zero unverified claims. Every claim traced to a primary source. The voice gate passes with no banned patterns. An independent critic pass scores 8 of 10 or higher before a person sees it. Founder review time under fifteen minutes per article.

## 6. Assumptions

AI can research and draft to a review bar with the right rules. A person approves before anything publishes. The voice rules and fact-check rules can be written down as automated gates. Source links can be verified by fetching the page, not trusting a summary.

## 7. Requirements (Jobs To Be Done, in dependency order)

- 1 Find candidate stories from a set of trusted sources, and skip anything already covered.
- 2 Research each candidate to primary sources and capture the facts, dates, and quotes.
- 3 Score candidates against a fixed rubric, and auto-select the strongest one.
- 4 Draft the article in our voice, then check it against the banned-pattern and fact rules.
- 5 Repair material errors automatically, then assemble a review package for a person.
- 6 Publish only behind a human approval gate, never on its own.

## 8. Out of scope (this version)

- ✗ Do NOT publish automatically. A person approves every article.
- ✗ Do NOT post to social channels in this version. Drafts only.
- ✗ Do NOT produce video or non-English content yet.

## 9. Open questions

Question	Owner	Needed by	Status
Split the audience between executives and small business?	founder	next build	open
What is the daily spend ceiling per run?	founder	before scale	open
How many runs per day, and at what times?	founder	set, under review	open

### Want the reusable PRD skill?

The article this came from includes a copy-paste prompt and a downloadable PRD skill file: [launchready.ai/insights/ai-readiness/how-to-write-a-prd-with-ai](https://launchready.ai/insights/ai-readiness/how-to-write-a-prd-with-ai)