

Company Proposal Month Year - Your Name

Who you're working with

Your Name (linked to your LinkedIn profile)

This is where your 10-20 lines go. See my example below, and erase to fill in with yours! Follow the format of following two lines:

- *Your area of expertise or a skill you have*
 - *Accomplishment that backs up that skill*

My example

- I spent 4.5 years at Uber across Uber Rides, UberEATS and Uber Freight launching and scaling our businesses
- I specialize in launching and scaling two and three sided marketplaces
 - **UberEATS: Head Launcher for Miami FL, and Milan, Italy:** I hired a team, and designed and executed a grassroots-marketing plan including the creation of a courier and restaurant base to give Uber a competitive advantage in both Miami and Milan
 - **Uber Rides: Senior Operations Manager:** Built up Uber's Ride business in North Carolina to a multimillion-dollar business in 9 North Carolina markets over two years. Built up and managed a team of 6 Operations Managers to eventually grow the 9 markets in North Carolina
- Additional experience
 - Business Strategy Consulting
 - Kaiser Associates and self-employed: provided recommendations and helped execute for Fortune 500 clients, which included data analysis, market research, product strategies, org structures, etc.
 - Education: Mechanical Engineering BSE from Duke University

Company Goals or Problem Statement

- *(these are very specific to how YOU can help out the company, not every problem they have. The better info gathering you can do when talking to potential clients, the better this section is)*

Where I can help:

Headline: *(The synthesis of how you can help and what you will deliver)*

Key deliverables: *(should address problems you laid out above with tangible solutions you can provide)*

- V1 standardized new market launch playbook

Approach: *(should outline your high level steps to solving the problem)*

- Gather initial role requirements for launching new markets from key teams
- Define high-level process and build v1 playbook
 - Sales process
 - RE process
 - Hiring
 - Partner inputs
- Get team review and buy-in on v1
- Lead process with support from group on execution
- Present findings, KPIs, and plan for v2

Key Stakeholders: *(should outline key people you will work with and in what capacity -- like a [RACI](#))*

- Director of Talent
- new market GM
- sales lead

Assumptions:

- Company will make key team leads available for initial requirements gathering
- Company will provide one FTE to support buildout of processes and ongoing scaling
- Company will be responsible for all final hiring decisions

Timeline: *(Approximately how long you will work on this project, or the phases of the project)*

Compensation:

- *(discuss this with your client over the phone first, so you're not surprising them with the price. If you don't discuss compensation at all over the phone, you might leave this out when you first send, and discuss over another call)*