Proposal: [title of project]

[subtitle that helps describe the project]

Needs and Opportunities
Explain the problem you have noticed that needs to be solved with a project like yours. This is also your hook, so make sure you grab our attention.

Audience / Clients / Users
Explain who will benefit from your project. How will you be able to access them for an empathy interview?

Timeline
What is your monthly timeline for this project. I want to see a list of deliverables with deadlines. You may find that the timeline needs adjustment during the course of the year, which may be fine. Check in with me if that's the case.

October 16 Deliverables	
November 1 Deliverables	
December 1 Deliverables	
January 4 Deliverables	
February 1 Deliverables	
March 1 Deliverables	
April 4 Deliverables	
May 1 Deliverables	

Product
What is the actual product you will show this spring. This project may be made of atoms or bits, but you must have something to show. I'm not interested seeing a bunch of great ideas at the end of the year. I want to see things.

Reality Check
I am looking for great ideas here, but even great ideas need budgets. What equipment are you going to need? What other capital expenditures do you anticipate, and how will you meet

them?

Conclusion
Wrap it up. Why are you fired up about this project? Inspire us to support you, and give us a great reason to approve your project.