"Why & How to write an One-Page-Proposal"

Mozammel Khan M.Sc. Eng., CITP
Chief Executive Officer (CEO)
MDI-Canada
Toronto, Canada
Email: info@bpnetwork.ca
Phone: 1-416-916-1558

"Preparations help to become confident and One-Page-Proposal give us more comfortable in our future venture."

1. Objective:

One page proposal is an instrument of initiation. It delivers all the necessary information to it's stakeholders need to make decision. It is not a cut-down version of longer document. It is a complete entity in and of itself.

2. Introduction:

A one-page business proposal provides a clear picture of what your company is all about, where you want to go, and how you plan to get there. This is a life document, that you should use and review on a regular basis as your business grows and changes. Investors and important supporters would like to see positive movement prior to investment.

3. Benefits of One Page Business Plan:

- Create a set of concise, inter-functionally aligned business plan.
- Focus yourself and your team on what is absolutely critical that will help insure you meet your company's objectives.
- Monitor the execution and implementation of the plan from the enterprise level to each business unit, department, and program.
- See results year to date on a goal as per manager's explanation and performance!
- Use monthly business reviews keep your team focused, aligned, accountable and excited.

4. Write an One-Page-Proposal:

Outline the proposal and explain exactly a current picture of your deal and a sense of your enthusiasm. Show some early success or positive results. Positive movement prior to investment is a crucial factor for moneylenders and important supporters. The One-page proposal contains seven essential sections; each has specific purpose:

Title – defines the entire proposal, uses capital letters at top of the page in one line wide. Title state the subject that readers want to know immediately what your proposal is about. Make your goals as specific as possible, and attach time frames to them. Example- "Hold a 15 percent market share by the end of this year"

Target/Strategy – state the main goal of the proposal. Here you are answering the question "What are you trying to do?" "What will be accomplished if this proposal goes forward?" Your strategies describe how you plan to achieve the objectives you set in the previous section. Use bullet points list to explain your objectives.

Rationale – lays out the basic reasons why the proposed action is necessary. It establishes all reasons why the project can, will, and should go forward. Rationale defends and supports the objectives by predicting and answering any question that the objectives may have raised in the reader's mind. Rationale should have three stages:

1st Stage:

- Capture your reader's interest.
- Give the reader a sense of who you are and what you know.
- Summarize the relevant background material and circumstances that propelled writing this proposal.

2nd Stage:

- Use expected date from your research to support target/strategy.
- Use financial statement to impress your reader's mind.

3rd Stage:

- Explain the benefits of your proposal to reader, and what will happen if proposal is approved.
- Explain why you are certain that result will occur, and why reader should be the one to approve it.

Financial – quantify and qualify the financial dollars for the deal. This section concern costs and revenues. Each project involves financial backing; investor, a bank, a sponsor, and a third party or a family friend. Money matters are discussed here in detail. The reader needs to understand the money issues of the proposal even though the reader may not be an investor, but he may back your proposal or take it to the people who can invest.

Every proposal involves either spending of money, saving of money, or making of money – sometimes all three. Here you show the reader that you are completely familiar with financial aspects of the proposal and that you are responsible and respectful of money – your own and other people.

The best way to accomplish this is to put you in the reader's frame in mind. An investment is both an opportunity and a risk. Experienced reader concentrates in risk, like – cost overruns, cost surprises, collapse of financing, uninsured losses, increased pricing and poor financial oversight and management. Here you demonstrate that you have anticipated the pitfalls and made allowance for them. In this section you must express yourself honesty, competently, and confidently. These traits are often important enough to carry a deal forward.

Status - explains how things stand at this moment. Here you answer the following questions:

- What is the situation now?
- What has been done to date?
- What elements of the deal are already in place?
- Do you have some money commitments already? What are they?
- How much are they? And are they conditional?
- Has any agreements already been signed?

Action Statement– clarifies what you want the recipient to do. You must be specific about what you want – whether it is, an investment, a loan, or a recommendation. If you don't ask for something, it is not a proposal. In action section you tell the reader how he can help you. Don't assume reader will come forward with an offer to support your proposal. Spell it out:

- Do you want to borrow money from him?
- Do you want him to join a committee?
- Do you want his backing?
- Explain exactly what you want.

Date and Signature - at the very bottom of the document come the date and your signature. This is formal business document, and closes it appropriately. The date is important because it shows the proposal is current. The signature symbolizes personal commitment and conviction.

5. Conclusion:

One-Page-Proposal open-up an window to expand and grow an existing business. Regardless of current situation, if project becomes highly motivated, efficient, effective and profitable, our chance of staying and improve greatly. No doubt, this is really an important issue. There are many experts in our community, who can help us by providing more detailed valuable information on this issue. BPNetwork needs your help and active participation in addressing this issue. Please visit our website www.bpnetwork,ca and email your suggestion to: info@bpnetwork.ca