



## Project Proposal aka One-Page Business Plan

### Problem

A description of the problem your future customers have.

### Solution

How do you solve the problem.

### Market Opportunity

How big is the market?

### Competitive Advantage

What makes you different and better than existing and future competitors.

### Business Model

How do you make money?

### Challenges

What is the biggest challenge in implementing your dream idea?

### Why you? Why this idea?

What motivates and drives you to make this idea a reality and why are you the right person to do it?

**Tip:** Be concise; an ideal project proposal should say everything it needs to with brevity and fit on a single page.