



Project name:

Proposer contact name:

PROJECT PROFILE

Maximum length: 5 pages

Font: Arial

Font size: 11pt

- 1. Customer problem** *What customer problem do your product and/or service solve? Describe it from a customer perspective*
- 2. Value Proposition** *Describe your product and/or service and explain how it addresses the customer problem.*
- 3. Target Market** *Who are the potential customers? How big is the market? Characterize it in qualitative and quantitative terms. How do you plan to reach the market (commercialization channels)?*
- 4. Business Model** *What strategy will you employ to build, deliver and retain company value? How do you make money?*
- 5. Competitive Advantage** *What is your project innovation to support competitive advantage (e.g. processes, patents, expertise or proprietary technology)? Who are your competitors? How does your solution positions with respect to your competitors?*
- 6. Risks** *What are the main assumptions and risks regarding the project?*
- 7. Team** *Who are the key members of your team? For each of them provide brief description of experience and role/contribution to the project. What level of commitment do they have with the project?*
- 8. Profitability** *Show how your business will eventually be self-sustainable and produce a benefit (incomes higher than costs). Explain the cost and income structure (where they come from).*