**The following hints are helpful in preparing a proposal.**

**Section A:**

* Impact and the eventual risk if we do not react to this problem?
* Where the problem is appearing?
* Who has the problem / who is the client facing the problem?

**Section B:**

* What is the title of idea/solution/product?
* Describe your solution-
* Give your mission and vision statement.

**Section C:**

* What is your unique seller value proposition?
* Who are your competitors?
* How your solution is unique?
* What is your target market?

**Report formatting Guidelines**

**Font**

1. All Header - 16 TIMES NEW ROMAN (Bold) All Caps
2. Abstract - 12 TIMES NEW ROMAN
3. Diagrams / Table Headings / Fig. Headings - 12 TIMES NEW ROMAN Title Case
4. If Any Text 12 TIMES NEW ROMAN (Title Case)

**Spacing**

1. Two (2) Line Spacing between Heading and Body Text.
2. Line Spacing in Body Text should be 1.5
3. New Paragraphs Start with Single Tab.

**Margins**

1. Left 1.5’ Right 1.0’
2. Top 1.0’ Bottom 1.0’