

# **Guidelines for writing a Project Proposal**

## **What is a project proposal?**

Project proposals are documents that define your project, including things such as start and end dates, objectives, and goals. Project proposals tell your clients (teacher, investor, employer) why your project ideas should be approved and executed. An effective and well-written project proposal helps you communicate your project's value to your clients. Reading about your project ideas in a well-written document should convince your clients to support them.

## **How to write a project proposal?**

You should have a good understanding of your project and project domain. Conducting preliminary research will help you write a detailed and convincing project proposal document. After you feel confident in your understanding, draft a project proposal that includes six sections:

Section 1: Executive summary

Section 2: Project background

Section 3. Solutions and approach

Section 4. Who will take ownership of the project?

Section 5. Additional documents

Section 6. Team Members

## **Section 1: Executive summary or Introduction**

Write an introductory section, called the executive summary, to summarize your project. Just like the introduction of an essay, this section should aim to catch your clients' attention and encourage them to read on. Your executive summary should include details about:

- The problem your project solves
- How your project solves the problem
- Your project's intended impact

The length of your executive summary will depend on your project's complexity. One paragraph will be sufficient for many projects, but you may need a longer executive summary if your project is more complex. Make your executive summary concise to keep it engaging and convincing.

## **Section 2: Project background**

Write a section that provides a background to the project and the problem it seeks to address. This section should include:

- A history of the problem as it relates to your client's business

- A concise summary of your project's requirements
- Some details about your project

You will write more about the details of your project in the following section, so the details you provide here should be minimal. You might focus on how and why you came to think of the project, for example. This section should be relatively brief at one to three paragraphs in most cases.

## **Section 3. Solutions and approach**

Write a section that outlines your project in greater detail. This section should explain your solution to the problem and how you will execute it. It should include:

- Your goals and vision for the project
- What your project will deliver

More details about the solutions and about your approach for implementing the solution. This section may also include details of any risks you anticipate and how you might address them. This section will usually be the largest part of your project proposal.

## **Section 4. Who will take ownership of the project?**

In this section you will explain who will be benefitted by your developed project application (solution).

How your developed project application will help application users in their daily routine life / work / job related operations.

An alternative name of this section may be “**Who Is This Application For?**”

## **Section 5. Additional documents**

Gather any relevant documents for this section of your project proposal. These documents might include:

- Any brochures or promotional materials for the project
- Relevant studies or reports
- A glossary of terms used in the project proposal

## **Section 6. Team Members**

Include team members' (StudentID, Name, Section) information in this section.