Rapid Skills Program Project Proposal Template

Title: [Insert Proposed Startup/Project Name]

1. Executive Summary (Max 1 Page)

Provide a concise summary of the innovation, including:

- The problem being addressed
- The proposed solution
- Target beneficiaries or users
- Alignment with a specific SDG(s)
- Expected outcomes or impact

Tip: This section should make someone quickly understand the value and uniqueness of your idea.

2. Problem Statement (Approx. 300–500 words)

Clearly describe the problem you are solving, ensuring:

- It is rooted in a **real-world challenge** aligned with an SDG (e.g., poverty, clean water, quality education, climate action).
- You provide **evidence or data** (local or global) showing the extent of the problem.
- You identify **affected communities**, their needs, and the **impact of the problem** on them.

Use human-centered insights: Talk to people, observe behaviors, or gather survey data to understand the problem deeply.

3. Justification and Relevance to Sustainable Development Goals (SDGs)

Explain how your project contributes to achieving one or more SDGs.
For each SDG, briefly state:

- The goal and target you're addressing
- How your solution contributes to that target
- Local/national/global significance

Example: "Our solution aligns with SDG 3 – Good Health and Well-being by improving maternal health outcomes through a mobile health alert system."

4. Proposed Solution (Approx. 300–500 words)

Describe your proposed solution:

- What is it? (App, service, hardware, platform, etc.)
- How does it work?
- What is innovative or unique about it?
- How does it meet the needs of the users?
- What technology or approach will you use?

Include a simple diagram if possible.

5. Target Users and Beneficiaries

Provide a profile of your target users or communities:

- Who are they? (e.g., rural youth, women, informal workers, farmers, students, etc.)
- What are their current challenges?
- How will they interact with your solution?
- What positive change will your solution bring to them?

Use personas, case examples, or focus group findings where possible.

6. Objectives

Break down your project into measurable objectives.

Main Objective

- E.g., "To design a solar-powered cold storage unit for smallholder farmers to reduce post-harvest losses."

Specific Objectives

1. To prototype a low-cost cooling unit using locally available materials
2. To test the unit's efficiency in real-world settings
3. To assess the economic viability of scaling the solution to other regions

7. Design Approach and 21st Century Learning Application

Describe how your design process applies key principles of 21CLD:

- **Collaboration:** Will your team work with peers, mentors, or local communities?
- **Knowledge Construction:** How will you learn from diverse sources to shape your solution?
- **ICT Use:** What digital tools will you use (e.g., CAD, mobile apps, analytics)?
- **Self-Regulation:** How will you plan and manage your own learning and progress?
- **Real-World Problem Solving:** Explain how your work connects directly to real-life needs.

Tip: Reflect on both the process of learning and the design of your solution.

8. Proposed Methodology and Work Plan

Outline how you intend to carry out the project.

Activity	Description	Timeline (Weeks)	Team Members Involved
Problem Research	Field visits, interviews	Week 1	All
Ideation & Design	Sketches, mockups	Week 2–3	Lead Designer, Research
Prototyping	Building MVP	Week 4–5	Tech/Dev
Testing & Feedback	Field/user testing	Week 6	All
Refinement & Pitch Prep	Final edits & pitch	Week 7–8	All

9. Expected Outcomes

List 3–5 key results you expect by the end of the program:

- A functional prototype (describe briefly)
- A validated business model or value proposition
- User feedback data
- A compelling pitch deck and/or video
- Team reflections and final report

10. Potential for Scalability and Sustainability

Discuss how your idea can be sustained and scaled:

- Can it be replicated elsewhere?
- What partnerships or support might you need?
- What income models or funding paths could support it?

Tip: Think beyond the 2-month period.

11. Risk Analysis

Identify major risks and how you plan to manage them.

Risk	Likelihood	Impact	Mitigation Strategy
Delay in prototyping	Medium	Medium	Use simple, low-cost materials
User disinterest	Low	High	Conduct early testing and feedback

12. Team Composition

List team members, roles, and key skills.

Name	Role	Key Skills
Jane Doe	Team Lead	Design Thinking, Business
Ali Mohamed	Developer	Python, IoT
Faith Wangari	UX Research	Interviews, Surveys

13. References

Include any research, reports, SDG documentation, or interviews you've used to support your proposal.