* Clear formatting+Grammer
* Context and motivation of the problem are provided
* Stakeholders identified
* Simpification of assumptions
* Reasonable methodology for solving the problem is proposed. Decision variables and parameters are defined. Appropriate data collection procedure is proposed for parameter estimation
  + Solution methodology is described in the proposal and is a reasonable course of action for solving the problem. Potential computational issues are addressed. Data has already been collected, or a reasonable plan for obtaining data has been outlined.