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| PROJECT TITLE: [iNSERT YOUR PROJECT TITLE HERE. iF YOU ARE WORKING IN A TEAM, EACH STUDENT’S TITLE SHOULD CLEARLY REFLECT THEIR AREA OF FOCUS] | | | |
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| ABSTRACT | | | |
|  | **[Summarize the problem of your focus and the solution proposed for the targeted market/ users. State how does your project stand out from the rest.]** | | |
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| *Instruction: Complete the proposal within 3-10 pages.*  ***Note: For RST students, attach your High Concept Document instead of completing the following sections.*** | | | |
| **PROBLEM** | | | |
|  | [Identify the existing problem - the ONE problem you solve doesn’t need to be earth-shattering. The most important thing is to identify a problem that is worth solving. **If your product or service doesn’t solve a problem that potential customers have, you don’t have a viable business**] | | |
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| Solution | | | |
|  | [A clear problem statement will help you focus your solution on solving that ONE problem, and not stretch the solution to solve multiple potential problems. Try to describe your product or service and how it functions as a solution in just a few sentences or bullet points. Briefly list out the essential functions or features of your system, and what technologies you will utilize] | | |
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| **TARGET MARKET** | | | |
|  | | [State the focus of your target customers or users (it is not credible to include everyone in the world as the users). Conduct a market research or feasibility study to prove the product is designed for the right group of customers/users. Do a little research to estimate how many people are in each target market segment you’re after, and produce a "realistic" market size] | |
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| COMPETITION/CONTRIBUTION | | | |
|  | [Explain ****what advantages your solution offers**** over the competition. Are you faster, cheaper, better? Why would a potential customer choose your solution over someone else’s? If the project is intended to solve community or social problem, state how does your project brings societal impact to the country. If it is a pure research, state the contribution of your project] | | |
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| MILESTONES | | | |
|  | [Describe the project schedule to complete the final prototype. State what approach (development model and/or research method) that you are going to use in the project] | | |
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| REFERENCES | | | |
|  | [List the details of the references cited in this proposal] | | |