

Project Name

Project Brief

Student Name

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# Executive Summary (250 Words)

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# Background (500 words)

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# Proposal (2250 words)

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| High-level Concept (750 words)  |  | | --- | |  | |

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| Audience and Market Research (600 words)  |  | | --- | |  | |

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| SWOT Analysis (400 words)  |  | | --- | | Strengths |  |  | | --- | | Weaknesses |  |  | | --- | | Opportunities |  |  | | --- | | Threats | |

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| Requirements (100 words)  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Resources and Costs  |  |  |  | | --- | --- | --- | | **Resource** | **Description** | **Cost (£)** | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  | | **Total Costs:** | |  | | |

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| Impact and KPIs (400 words)  |  | | --- | | Social |  |  | | --- | | Cultural |  |  | | --- | | Economic | |

# References

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