

THREE-PAGE PROPOSAL OUTLINE

PROJECT IDEA

You may include

- **Opportunity:** What problem are you going to solve?
- **Mission:** Identify what you will do for your planet and others.
- **Vision:** Identify what you want to accomplish in the long term.
- **Your Solution:** How will your product or service uniquely solve the problem identified?

ENVIRONMENTAL AND/OR SOCIAL IMPACT

You may include

- **What** is the impact?
- **Why** is it important?
- What is the **scale** and **scope** of the impact?
- How will you **measure** the impact?

CURRENT MARKET

You may include

- Which **similar organizations** are already operating in the project's space?
- What is **different** about your solution in comparison?
- Who could you potentially build **partnerships** with?

You can use the Impact Gaps Canvas and other resources provided on our website to find tools and advice for this section.

IMPLEMENTATION

You may include

- **How** will you launch this project and implement the impact?
- **What** is your process for launching this project's?
- Describe the **steps** and activities you will undertake for the next 6 months.

There are some supporting resources on the website for this section.

FOUNDING TEAM

You may include

- **Who** are the members of your launch team?
- **Why** are the skills of your team **well suited** for launching this project?
Diversity of backgrounds and thoughts is highly important. Join our Facebook group to find potential team members: [Youth Impact Challenge Team Candidates](#)
- **Diversity** of thought and experience is very important for this challenge. How does your and/or idea promote diversity?