# **Executive Summary**

# **Introduction**

* Provide background of the problems at hand.

## **Problem Statement**

* What is the problem you are trying to solve?
* Why does it matters?
* Who is your client?

## **Summary of Solution**

* What is the solution you propose?
* What are the benefits?
* How to make money?

## **Proposal Organization**

# **Elevator Pitch**

## **Target Customer**

* Describe your customers.

## **Value Proposition**

* What is the value proposition?
* What pain are you relieving?
* Why would they pay for this solution?

## **Innovation**

* What is the technical innovation of your project?
* Why it is not trivial to do it?

# **Commercial Opportunity**

* How big is this market?
* How will you make money?
* **Competition**: Who are your competitors? What are your advantages?
* **Risk**: What are the risk of bringing this product to market?
* **Resources**: What resources you need to bring this product to market?
  + **Ex**. Google Cloud, Alexa API, iOS SDK
* **Intellectual Property (IP):** How do you plan to protect (IP)?
  + **Ex.**: Patents, open source license, copyrights,

# **Technical Description**

* Provide a preliminary description of the solution
  + System architecture
  + Modules to implement
  + Schemas/ER Diagrams
  + Wire-frame for UI
  + Flowcharts for algorithms/procedures

# **Project Plan**

* Provide a schedule for the project that includes:
  + Milestones
    - These include progress reviews, demos, and code reviews for features
  + Deliverables
    - These include written reports, working software, power point slides
  + You must provide at least three milestones
    - Phase I Progress Review
      * Deadline – March 28, 2018
    - Phase 2 Progress Review
      * Deadline – April 26, 2018
    - Open Capstone Poster
      * Deadline - TBD
    - Final Project Review and Demo
      * Deadline - May 22, 2018

# **References**