

Proposal Title	Prepared by:	Date:
Description of the Product/Technology/Business Concept: <i>describe the intellectual property rights which may be involved.</i>		
Market: <i>what is the need, how well does the proposal meet this need?</i>		
The opportunity and the proposed business model: <i>how will the product or technology meet the market need, and what are the benefits in implementing the proposal.</i>		
The Competitive Advantage: <i>describe how this proposal will succeed in the market.</i>		
Finances: <i>How much investment is required, what returns are expected, how will they be realised?</i>		
People: <i>who will be the champion of the venture and who will be supporting the champion?</i>		