

How to Write a Project Proposal?

1. Problem

- a. Define problems in organization. Benefits that your organization can realize.
- b. Sales pitch
- c. Bleak picture of organization which could be overcome had your project been in production when those decisions occurred.
- d. Highlight examples of where opportunities were missed or where risk or cost were incurred that your project could have prevented. As well as the outcome if your project delivered at the time of event.

2. Vision

- a. Tie your project to the company long range vision and goals. Also draw into organizational strategies.

3. Benefits

- a. Costs that can be avoided by having those deliverables in place.

4. Deliverables

- a. Artifacts which your project will deliver.
- b. How the artifacts will be delivered.
- c. What the user can expect.

5. Success Criteria

- a. Smart success criteria.
- b. Specific
- c. Measurable
- d. Realistic
- e. Timebound
- f. **Example:**
 - i. Should give stock holders a high-level expectation that your project will be a success.

6. Deadlines/Plan/Approach

- a. Where the project plan comes together.
- b. What approach are you going to use? External vendors or internal staff.
- c. Are you going to use an agile approach or waterfall effect?

7. Cost/Budget

- a. Funding effect and how it's going to achieve those deadlines against those deliverables and dollar value.