IDEA PLAN TEMPLATE
Please follow the outline below and answer all the questions.

Contact Information:
Team Leader:
Phone:
Email:

Team Members:

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<tr>
<th>Name</th>
<th>Contact Info</th>
<th>Major</th>
<th>Current Year in School</th>
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Advisor: (optional)

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Project Title (50 words or less):

Project Concept (200 words or less): Provide us with a brief summary of your project.
- Describe your project and the problem it addresses.

Section 1.
Problem (200 words or less): Provide us with a detailed summary of the specific problem you are looking to solve.
- What is the specific problem that your project is going to solve? (e.g. hard to afford/expensive prosthetic devices)

Section 2.
Opportunity (800 words or less): Demonstrate your knowledge of the actual opportunity associated with your project. This includes numbers and market research/data on how many people are affected by the problem you stated in Section 1.
Clearly discuss any research you conducted, including:
- Online research, numbers, databases and articles you found that supports the need and demand for your project
- Data on real-life people/customers you have talked to, interviewed, and/or surveyed who are actually affected by the problem or could benefit from your proposed project solution that you stated in Section 1 (e.g. 10 doctors about a new medical device)
- Is there another organization(s) or business(es) doing something similar to your project? If so, who are they and what are they doing similarly?
- Why is your project better/different than there’s? (Competitor Analysis)

Section 3.
Solution (800 words or less): Describe the solution you are proposing to the problem you addressed in Section 1. Please support your claims.
- Clearly describe your proposed solution (e.g. low cost prosthetic limbs)
- How does this specific solution solve the problem you stated above?
- Why is your project valuable? What value does your solution provide? To who? (Value Proposition)
- How is your solution new, innovative and/or unique?
- What stage of development is your project in? (Idea stage, prototyping/testing stage, raising funds stage, ready to launch stage)
- How will your solution be sustained over time? Please provide details and be clear. (e.g. Will you work on it after you graduate? Pass it off to someone else? How will your idea continue on in the years to come?)

Section 4.
Resources (500 words or less): Demonstrate why you need funding from the 2015 DifferenceMaker Idea Challenge.
- How much time will you and your team members commit to your project after the Idea Challenge?
- How much funding do you require to implement your project?
- How will these DifferenceMaker funds be used to support your project?
- Please provide an estimated budget for use of DifferenceMaker funds from May 2015-2016.