**Project Proposal Template**

1. **Name of project**: *A short title (i.e. a “nickname”) that clearly identifies the project.*
2. **Objective**: *A short statement that answers the question “Why should this project be funded”?*
3. **Key players:** *Identify the**funder and the project champion.*
4. **Background:** *How did this idea for a project arise and what is known about it? What problem does it aim so resolve, opportunity to explore or constraint to deal with?*
5. **Next steps:** *If the proposal is adopted—in particular, who will be involved in preparation of the business case, and how long will it take to assemble?*

For detailed instructions on how to use this template and an example, please see Chapter 9 (Section 9.2) in:

Zwikael, O., Smyrk, J. R. (2019). *Project Management: A Benefit Realisation Approach*. Springer-Verlag, London, UK. ISBN: 978-3-030-03173-2 (print book); ISBN 978-3-030-03174-9 (eBook).