

TITLE OF THE PROJECT/PROPOSAL

BACKGROUND

In 3-5 sentences, explain the problem and provide context. What brought you to this point? Why is this important – not to you but to society, to the world. Why does it deserve attention.

Your case is stronger if it is backed up by verifiable numbers/stats and credible research. Avoid defining/framing social problems based on personal feelings and assumptions.

SOLUTION

In 3-5 sentences, talk about your proposed solution to the problem. Why this solution and nothing else? You will need evidence that your solution works. Provide assurance (evidence) that your solution can solve the problem. A brief breakdown of how it will work and the numbers you are targeting.

THE ASK/PROPOSAL

In 2-3 sentences, explain what you want the other person/company to do. Be very clear and explicit in your ask. Do you want money...How much? Do you want a partnership...what kind? The clearer you are, the better. What are the timelines?

BENEFITS

In 3-5 bullet points, list the value are you going to create – for society/beneficiaries...for the investor/funder. Be very specific on the benefits. Why should they invest or partner with you?

PROFILE

1-3 sentences, talk about the organization. Who are you? What do you do? What have you achieved? Who are your partners?

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