

## **Project Proposal Guidelines**

*\*Outline and Advice for crafting a project proposal to use with Projects as well as other instances where you need to convince a faculty advisor or client to work with you on your project.*

*\*Consult with your advisor as well*

### **Goals of Project Proposal**

- **Convince** the faculty advisor and/or client that the project is both worthwhile and feasible, and that the proposed approach is the best possible
- **State** the goals of the project and what the faculty/client can expect to see accomplished
- **Specify** a time limit and budget for completion of the project
- **Identify** milestones by which the faculty/client can monitor the progress of the project
- **Clarify** the relationship between the faculty/client and the project team; in particular, to state what data and services the faculty/client is expected to provide

### **Suggested Outline**

- **Executive Summary** – 1 page statement of project goals, emphasizing the benefits to the university/department/faculty/client, outline of methodology, and statement of time and budget required.
- **Introduction** – 2-3 page statement of problem context (background) and problem essentials (foreground).
- **Project Statement** – 1 page expanded statement of goals. Clarify the deliverables of the project.
- **Methodology** – 5-10 page description of approach to be taken. Organize in subsections. Emphasize the motivation for the approach and the advantages and disadvantages of the approach. As necessary, provide definitions and a brief technical outline.
- **Resource Requirements** – Identify software, hardware, facilities, space, funding and data required for project completion. Identify what data you will collect, and what data and services the university/client will provide. Set up a method for the client to monitor the project through measurable accomplishments, milestones, and a meeting schedule with the client.
- **Budget** – This section is not required for most M.Eng. Projects but is an essential part of any other proposal. Outline monetary requirements for the project along with a schedule for expenditure.
- **Contacts** – IT may prove useful to identify all parties involved with their contact information

### **Tips on How to Write a Project Proposal**

*Use typical sales techniques to create a better proposal.*

- Know your client
- Know their needs and address them
- Use *positive* language
- Promise only what you can deliver
- Understand the difference between *needs* and *wants*

*Consider the possible negative outcomes of your proposal so that you may avoid them.*

- Rejected
- Accepted but you didn't want it
- Oversold – the client expected more than was intended
- Underfunded – possibly the result of the project being over-scoped