

Project Template

Use this template as a starting point to share information about your project.

ABOUT YOUR BUSINESS	<p>Provide some background on your business.</p> <p>What do you do?</p> <p>How long have you done it?</p> <p>Where do you do it?</p> <p>Why did you start the company?</p>
PRODUCTS & SERVICES	<p>Describe your products and/or services.</p> <p>What are their benefits?</p>
TARGET AUDIENCE	<p>Who is your target market? Be descriptive.</p> <p>Who benefits from your business' service or products?</p> <p>If you have many targets, sort them into meaningful groups.</p>
YOUR MISSION	<p>Why does your company exist today?</p> <p>How do you help your target audience?</p>
YOUR VALUES	<p>What are the core values of your business?</p>
OBJECTIVE/S	<p>What do you want to achieve? Either through your business or this project.</p> <p>How does this relate to your target audience?</p>
SUCCESS MEASURES	<p>How will you measure success against your objective?</p>
COMPETITIVE PICTURE	<p>Who are your competitors?</p> <p>What do you that's different from them?</p> <p>What do you do better than them?</p>
BARRIERS	<p>Explain what might stop you from achieving your objectives.</p>
KEY MESSAGE	<p>What one thing do you want people to know about your business or this project?</p>
THE FUTURE	<p>What would you like to achieve in the future through your business?</p>
OTHER	<p>Are there any sources or links you can share for further background?</p>
TIMEFRAME	<p>State the preferred start date for the project.</p> <p>Specify the completion deadline or any necessary timing milestones.</p>