

Bai Xian Project Award

Project Plan Guidelines

These guidelines are designed to serve as a reference to help you develop your project plan and budget. Your idea should be in the form of a project, initiative, or research that aims to raise awareness of or introduce a solution to a problem or issue you have identified.

Please note that you must submit your final project plan and revised budget to BXAi by **June 30, 2021**.

PROJECT PLAN

Your project/research plan should clearly communicate a problem or area of concern (within the context of Asia), the solution(s)/research proposed, and how your proposed solution(s)/research will address the problem, create social impact, or produce significant findings. The plan should take into account feasibility and practicality in terms of research method/implementation and likelihood of success.

Please limit your plan to 10 pages (using 12-point font and 1.5-line spacing), which should include **two pages of executive summary**. You are encouraged to make use of visuals such as graphics, images, charts, graphs, photos, animations, etc.

1) Problem

- a. What is the problem/area of concern you would like to address?
- b. What are the main roots/causes of the problem?
- c. What is the size of the problem?
- d. Who is affected by the problem (target market/audience/population), and what are the specific pain points?

2) Solution/Research

- a. What is your proposed solution/research?
- b. Who will benefit from your solution/research?
- c. How does your solution/research address or solve the problem?
- d. How does your solution/research differ from what is already available or being employed?

- e. What organizations/individuals would you seek to collaborate with, and what are the expected outcome(s)?

3) Social Impact

- a. What kind of social impact do you expect to create or findings you expect to produce?
- b. How does your solution/research create this impact? (e.g., through your input, activities, and/or output)

4) Feasibility

- a. Is your solution/research feasible?
- b. Does your solution/research fit within the social, economic, technical, and market context?
- c. What are some potential obstacles? How do you plan to manage/overcome them?

5) Organization/Team Structure (applicable to project-based initiatives)

- a. What type of organization do you plan to establish? Will your project or initiative be incorporated as a non-profit, for-profit, or hybrid organization?
- b. What is the structure of your organization?
- c. What are the key responsibilities of team members? How do you plan to staff your organization to make it successful?
- d. How do you plan to attract, retain, and reward talent?

6) Execution

- a. What is your timeline for execution and what are the major action points/milestones?
- b. What country/region will serve as the best host for your project/business/initiative?
- c. What is the scale of the project/business/initiative?
- d. What are the key measures of success?

7) Sustainability of Project/Initiative

- a. What are the funding requirements for your project?
- b. What are your primary income source(s) and how will you develop financial sustainability?
- c. If your project requires ongoing fundraising efforts, what are your fundraising strategy, plans, and tactics going forward? Who may be your target potential donors?

BUDGET

- 1) Prepare your proposed budget in US dollars and indicate the exchange rate used.
- 2) Indicate the total project cost and income, outlining: (i) major activities/tasks and their corresponding expenses; (ii) cost-sharing and other expected funds and/or income sources
- 3) Expense items may include travel, rental, materials, communication, etc.
- 4) You may budget for support from external consultants, professional support services, and staff and/or assistants, if deemed necessary for the project.
- 5) If your proposal is selected as a beneficiary of the Bai Xian Project Award but provided funding at an amount lower than your budget, BXAi may request a revised budget reflecting the lower level of support.

JUDGING CRITERIA:

Judges will consider the following criteria when selecting projects for the Bai Xian Project Award:

50% - Idea		
10%	20%	20%
Clarity	Social Impact	Creativity

50% - Feasibility & Implementation			
20%	20%	10%	10%
Feasibility	Execution	Sustainable Impact	People