<u>Bai Xian Project Award</u>

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 budget to BXAI by **via the online application form**.

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.

<u>Please limit your plan to</u> **10 pages** (using 12-point font and 1.5-line spacing), <u>which should include</u> **2 pages of executive summary**.   <u>You are encouraged to make use of visuals such as graphics, images, charts, graphs, photos, animations, etc.</u>

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) Team Structure

a. What is the structure of your team?

b. What are the key responsibilities of team members?   How do you collaborate with each teammate to make the project successful?

c. 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/initiative?

c. What is the scale of the project/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			
15%	15%	10%	10%
Feasibility	Execution	Sustainable Impact	People