

PROJECT PROPOSITION

Shape the opportunity.

One page. Synthesise need, capability and finance into a fundable, deliverable offer.

WORKING TITLE

Name the opportunity as you'd say it to a funder.

CONTEXT

The sector, place or programme you are targeting — and why you.

01 THE NEED

What does this context need that no one has yet packaged?

02 THE CAPABILITY

What do you uniquely bring — across the whole business, not one team?

03 THE FINANCE

Who would pay, through what instrument, under what conditions?

04 THE OFFER — SYNTHESIS

In one or two sentences: the proposition, its scope and method.

05 OWNABLE

Ours to lead?

06 REPEATABLE

Where else does it travel?

QUALIFICATION RUBRIC

Four tests, then decide.

Score each 1-5. Most candidates won't pass — that is the point.

01 Fundable

Is there a credible payer and a plausible instrument?

☐	☐	☐	☐	☐
1	2	3	4	5

EVIDENCE _____

02 Deliverable

Can we actually deliver this with who and what we have?

☐	☐	☐	☐	☐
1	2	3	4	5

EVIDENCE _____

03 Repeatable

Does it travel to similar needs, funding and contexts?

☐	☐	☐	☐	☐
1	2	3	4	5

EVIDENCE _____

04 Ownable

Is it ours to lead — not a sub-role in someone else's brief?

☐	☐	☐	☐	☐
1	2	3	4	5

EVIDENCE _____

TOTAL / 20

DECISION

☐ GO

☐ DEVELOP

☐ HOLD

NEXT ACTION _____

Run a portfolio, not a single bet.

A few originated offers that compound will generate a longer tail of revenue than reactive bids.