

Innovative Business Discovery and Acceleration (IBDA) Fund Project Plan

IBDA Fund20XX – ACRONYM- Last Names of Project Manager															
Business Name / Idea Name															
Targeted Sector/Industry															
Job Status (employment, Name)															
Lead Applicant (Title, Full Name)															
List of team members	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Staff Name</th> <th style="width: 33%;">Title</th> <th style="width: 33%;">Home entity</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> </tbody> </table>			Staff Name	Title	Home entity									
	Staff Name	Title	Home entity												
Proposed Budget	QAR	Project Duration	24 months												

- Project Plan should not exceed 10 pages including references, letters and additional documents.
- Please DO NOT change the style (margins, font, size, space, etc.)
- Please strictly use this template



1. Executive Summary

Provide information about your company (including location, team, employees and etc.). Briefly tell what your company does and why it will be successful.

2. Company Description

Provide detailed and specific information about what problems were identified, proofed and will be solved by your company. Explain who will be your customers and how will you reach them. Provide information about your competitors and your advantages against them.

3. Products and/or Technology Description

Provide detailed information about your product, technology and/or service. Explain how it works, how the end-users benefit from your product, and its intellectual property status. Describe the background, benchmarks, existing solutions, comparison, and analysis; this section must entail overview of the scientific and theoretical framework of the idea, ensuring that relevant information is included in order to effectively place the proposal into context. Describe the idea and the proposed approach, with necessary sketches, graphics, and illustrations; emphasize why and how it is unique, innovative, and different from the existing solutions. Clearly and in detail describe:

- (1) the idea, motivation/importance/relevance
- (2) how it will be executed/research plan
- (3) challenge and/or threat that the proposed innovation is responding to

4. Market Analysis

Provide information about your target market and early adopters. Explain how big is the sector that your joining in and how will you position your company against others. Provide information about the others on the market, what they do, how they do, what makes your company, product or services different than them. Provide additional information about the market size, trends and future of the market that you are joining in.

5. Organization and Management

Provide information about the legal structure of your company. Explain how it will be managed and who will be in leadership roles. Please provide one page CVs for the key players in your company. Tell your reader how your company will be structured and who will run it.

6. Marketing and Sales

Provide information about how you will sell your product, what methods that you are planning to follow to create increase in your sales.

7. Financial Projections

Provide specific information about required and available sources using below tables and describe how KSF will help your business and supplement it with your financial projections. Please share any available data: invoices, balance sheets or any related items about your financial status. Design and explain your 3-year financial forecast.

8. Required and Available Resources

List of existing and required resources that will be utilized for this project.

Resources	Detailed Description	Entity (where)
Staff		
Equipment		
Material		
Others		

List of new resources that will be procured for this project

Resources	Requested Budget (QAR)	Justification	Procurement lead time
-----------	------------------------	---------------	-----------------------



Personnel*			
Equipment			
Material			
Services			
Others			
Total			

9. References

Use only relevant references (if needed)