Problem Statement

1. Decide which facts or statistics best support the project.
- Be sure the data you present are accurate.
- Don't use information that is too generic or broad. When possible, discuss the specific community or market you're hoping to serve.

2. Give the reader hope.
- The picture you paint should not be so grim that the solution appears hopeless.
  - The logic of your needs statement should go something like this: "Breast cancer kills. But statistics prove that regular check-ups catch most breast cancer in the early stages, reducing the likelihood of death. Hence, a program to encourage preventive check-ups will reduce the risk of death due to breast cancer."
- Avoid overstatement and overly emotional appeals, but also showcase your passion and dedication towards this topic.

Existing Solutions

1. Demonstrate that you know what other products/projects currently exist that aim at solve the problem of interest, and where applicable, discuss the limitations of these approaches and the gaps that still exist
- Make it clear that you are cognizant of, and on good terms with, others doing work in your field.
- Outline the things they do well, and the things they could do better. This sets you up to talk about the value proposition portion of the proposed innovation content.

Proposed Innovation

1. Explain your goals and objectives.
- Don't confuse objectives with goals. Goals are conceptual and more abstract. Objectives are the measurable outcomes of the program. Your objectives should be tangible, specific, concrete, measurable, and achievable over the next year.
- For example: a project goal might be to develop an after-school program to help children read better. A project objective might be to assist 50 children in improving their reading scores by one grade level as demonstrated by standardized reading tests administered after participating in the program for six months.

2. Explain your methods for achieving your goals and objectives.
- Explain the specific activities that will take place to achieve the objectives.
- Allow the judges to visualize the implementation of the project.

- Consider staffing/volunteers/team members that you will need to implement the project. Consider their qualifications, how you will recruit them, etc., if relevant.
- Consider marketing strategies and materials, if relevant.
- Discuss partnerships that you've developed that will support the success of your project, if relevant.

3. Demonstrate that your program addresses the problem differently or better than other projects that preceded it.

- Describe how your work complements, but does not duplicate, the work of others.
- For example: Instead of saying "This water filter is portable, low-cost, and easy to maintain," you should say something like "the most common filtration systems cost approximately $10, weigh roughly 20 pounds, and are difficult to repair using local materials (cite), but our proposed filter will cost $7, weigh 5 pounds, and can be easily repaired with X materials.

4. Consider challenges to implementation as well as ethical, cultural, or legal matters.

- If applicable, consider to what extent the cultural norms, politics and history of the country where you'll work, and the relationships between men and women or adults and children in the country where you'll work might influence your project.
- For example: Consider the level of community buy-in that you expect, and/or how you will assess community buy-in.
- One good exercise is to map out every stakeholder involved with the implementation of the project, and assessing who is likely to benefit or lose from your innovation, and how that might affect your project.

Team Member Biographies

- There is no minimum or maximum number of allowable team members, but we recommend only including biographies for key team members (no more than eight team members total).
- Explain the capabilities of your team to accomplish your project (e.g., team members relevant skills and accomplishments).
- If you are currently missing key team members and won't be able to recruit them by the pre-proposal deadline, note in this section how you plan to recruit the expertise that will be integral to your project for the full proposal deadline.