Since many of the rough drafts of proposals submitted have significant gaps, and because many of you are not attending our optional classes, here is an outline of sections I would like you to include in your final submission of the proposal. Anything in quote marks indicates the actual title I'd prefer you to use. If there are no quote marks around titles below, use whatever title you think best matches the logic of that section.

THE REPORT

Type the report in Times New Roman, 12 pt. font or a San serif book font (such as Helvetica or Roboto). Reports need to be between 1000-2000 words, not counting the appendices.

1. Cover page (see Anderson, p. 215 for a visual example of the following elements)
   1.1. Title in caps
   1.2. Your Name
   1.3. The date
   1.4. Statement of Whom the Report is Prepared for: Potential Investors and Dr. Stavenhagen
3. “Introduction.” You are welcome to use the following as subheads just embed the logics in this sequence:
   3.1. The Market (provide a statistic or two; reference a source or two)
   3.2. The Problem/Opportunity
   3.3. The Solution/Niche (how will your business help people?)
4. Methods: Provide the rationale and the methods. Do not include the results.
   4.1. Primary research
      4.1.1. At minimum, provide a rationale for conducting a survey or interview, and for how you put your survey or interview together. Share also the medium used and dates the survey or interview were conducted.
   4.2. Secondary research
5. Findings
   5.1. Comparative data of competing institutions
   5.2. Market Data in general; industry trends
   5.3. Budget and labor considerations
   5.4. Major points—lined up, juxtaposed to begin seeing trends; often (but not always) the use of a table is helpful
6. Analysis: Interpret the data, show patterns, make claims about viability of your proposal tightly connected to the data and patterns that you now have explicitly shown. Consider openly challenges and obstacles, and counter them or just admit them.
7. Optional but helpful in making your case: a brief but specific marketing plan with a rationale for it based on sources. Not just: Social media because people use it. ;-)
8. Conclusion and Operational Plan. If the proposal is relatively short this can be folded into the analysis, but in most proposals it is still a separate header. Pitch to your investor that
your idea meets or does not the threshold of market viability. (yes, you can find out from
the data that the idea is not viable; in this case you don’t pitch but report matter of factly)
8.1. Is the idea viable? Reiterate why or why not with key facts. Emphasize your niche.
8.2. What will you charge? (here if not earlier in your report)
8.3. How will you get paid? (here if not earlier in your report)
8.4. When will you start and possibly, with what materials, helps, and labor?
8.5. Is the business scaleable? (and/or can you successfully limit it to a side hustle)
8.6. Optional, possible Gannt Chart of Operational Plan

APPENDICES

1. Your Annotated Bibliography: be sure to tailor it toward an investor. What would they want
to see in order to investigate your topic further, see that you did your homework, and prove
the viability of your idea?
2. Your Interview Transcript and/or Survey questions
3. Other appendices are optional. Again, students often include the following:
   3.1. Glossary
   3.2. SWOT analysis (google for a table layout template)
   3.3. Budget (possibly by using a break even analysis chart)
   3.4. Marketing Plan
   3.5. Full copy of an authoritative source (or two) or a competitor’s key metrics (found
        through company profiles from business database; see the company research
        databases or, again, general research sources on how to put together a proposal
   3.6. Gannt Chart of Operational Plan