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**The GCS Innovation Fund Project Plan**

This document must be completed, saved as a PDF and returned to Georgia Michalakopoulos: [research-ops@encs.concordia.ca](mailto:research-ops@encs.concordia.ca) by September 30th, 2023. In total, this document must not exceed 4 pages.

**Student Last name, Given name(s):**

**Student ID: Email address:**

1. **Project Name and Phase:**
2. **Problem Statement: (maximum 0.5 pages)**Provide a concise description of the issue to be addressed or improved upon.
3. **Value Proposition: (maximum 1 page)**Briefly summarize your innovation, the challenges that your potential customer or stakeholder faces and the benefits that your innovation provides.
4. **Customers, beneficiaries or stakeholders: (maximum 0.5 pages)**Explain who the target customers, beneficiaries or stakeholders for your innovation are. How large is the potential customer or stakeholder base? How would potential customers learn about your innovation? How would potential customers use your innovation?
5. **Market and competition knowledge: (maximum 0.5 pages)**Provide an overview of potential competitors in this field. Who are the primary competitors? How does your innovation differ from currently available options? Are there reasons that solutions like yours have not previously been implemented?
6. **Business or financial model: (maximum 0.5 pages)**Please provide an overview of how your business model. How will you earn remuneration for your innovation? What are the projected revenues for your innovation?   
     
   Briefly explain the phases of development of your innovation, how much funding will be used during each phase, and for what purposes.
7. **Description of the Team (maximum 1 page)**

Provide a brief explanation of each team member's:

* + - Program and year
    - Expertise and relevant experience (internship, employment, start-up experience, etc.).
    - Specific roles and responsibilities within the team.
    - Why they have been chosen to be part of the team.