



Getting your project ■ off the ground

5 tips for Coordinators: proposal set-up

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5 key tips for proposal set-up

1. Communicate and test your project idea
2. Ensure your project responds to a real need
3. Use a logical framework for structuring your project
4. Handpick your partners for their unique expertise
5. Have a vision of and plan for the post-project

Tip n°1: Communicate and sell “in a nutshell”

You should be able to communicate and sell your project in one sentence:

1. What
 2. Why
 3. For whom
- ... then test it!



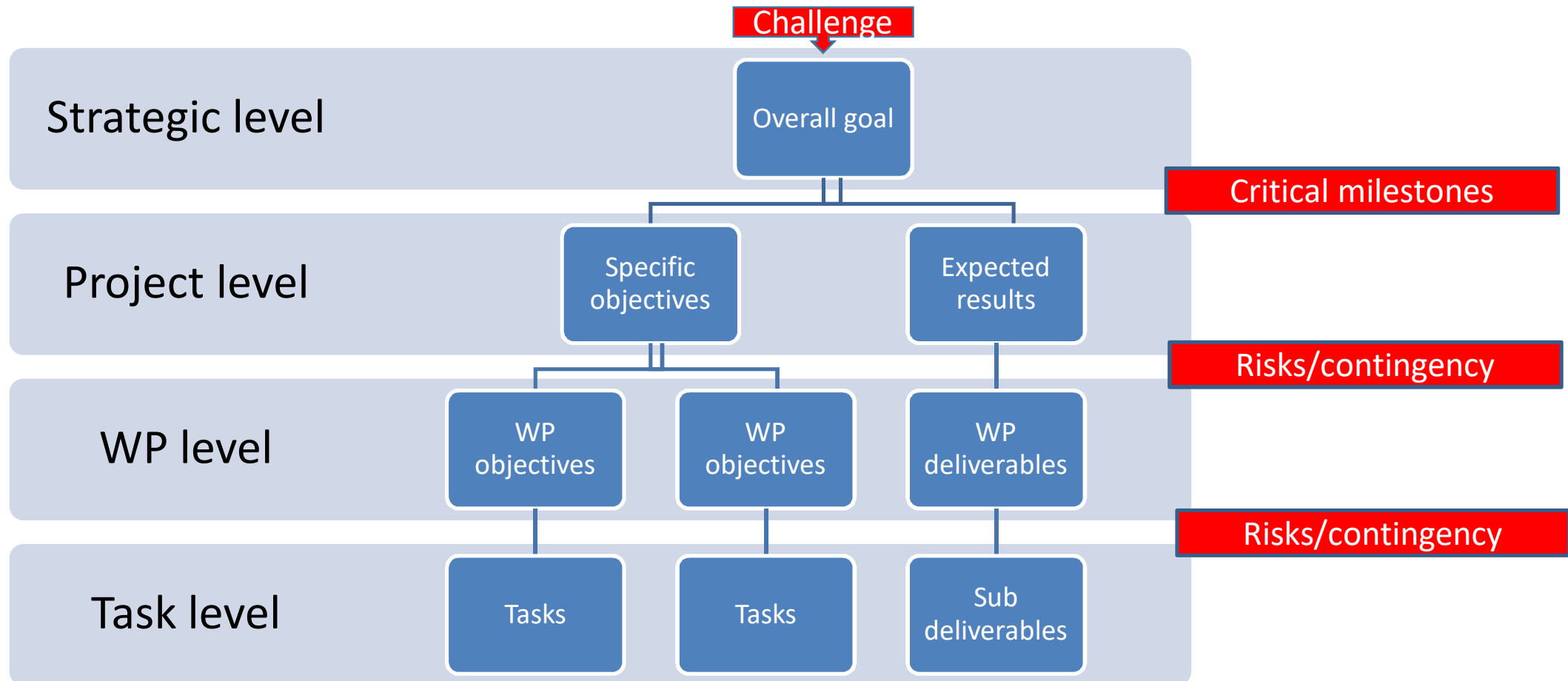
Tip n°2: Ensure your project responds to a real need

1. Identify your end-users
2. Present your project idea, listen to them, question them, refine your project idea
3. Build the project hand-in-hand with them



Tip n°3: Use a logical framework

Use a logical framework to ensure your project is coherent and concise



Tip n°4: Handpick your partners

Make sure each partner:

- Has specific expertise for a given task(s)
- Brings the resources needed: skilled personnel, tools, infrastructure, data..
- Knows the rules of the game: funding %, IPR principles, reporting constraints...
- Forms a win-win partnership: project role fits with own organisation's strategy



Tip n°5: Have a vision of and plan the post-project

- Identify and quantify potential markets
- Roadmap the actions from project through to market (exploitation)
- Identify, consult and involve actors who will be involved in post project exploitation
- Communicate and validate your exploitation plan with end-users



...and don't forget

- Coordinating is:
 - ✓ Inspiring
 - ✓ Leading
 - ✓ Organising
 - ✓ Supporting

