Full Proposal

All correspondence including inquiries, follow-up, and financial remuneration between AUB-NCC and the team will be solely communicated through the team leader.

Step 1  Project Title

Project Title (Maximum characters: 85)

Step 2  Team Information

Please provide the information requested below for all your team members, including the team leader.

<table>
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<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Expertise</th>
<th>Role in Project</th>
<th>CV (Upload)</th>
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Step 3  Project Description

1. **Idea and Implementation** *(Maximum characters: 3,330)*
   Please provide a detailed description of your idea, purpose, goals, and the approach you will take to bring this idea to completion.

2. **Background** *(Maximum characters: 3,300)*
   Please review (if any) similar existing projects. Please emphasize on the main difference between your project and existing ones.

3. **Relevance to the Mission of the AUB-Nature Conservation Center** *(Maximum characters: 3,300)*
   a. Please explain how your idea aligns with the mission of the AUB-Nature Conservation Center.
   b. Where will your project be implemented? Does your project have Lebanese significance?
   c. How many jobs do you think your project will create?

4. **Motivation and Project Status** *(Maximum characters: 1,900)*
   a. What encouraged you to start your project?
   b. Have you started on your project? How much is achieved so far? If yes, please elaborate and describe.

Step 4  Business Plan

1. **Customer Segments** *(Maximum characters: 1,270)*
   For whom are you creating value? Who will be your most important customers?

2. **Value Proposition** *(Maximum characters: 2,500)*
   Please describe what you will be delivering to customers, what bundles of products and services you will be offering to each customer segment, and which customer needs you seek to solve and/or satisfy.

3. **Business Development** *(Maximum characters: 5,200)*
   a. Please provide relevant market research and statistics about your target customer segments.
   b. Please describe the specific activities needed to deliver the value proposition, and what resources will be required for the completion of each activity.
c. How do you intend and what channels will you use to reach your target customer segments?
d. What are the costs associated with reaching and acquiring new customers?

4. Operations (Maximum characters: 3,300)
a. Who are your key suppliers?
b. Who are your key partners? What key activities do your partners perform?

5. Revenue Streams (Maximum characters: 3,300)
a. What are the sources of revenue for your project?
b. How much are your customers willing to pay for your product, service, system or process?
c. How much do you intend to charge your customers?
d. What are your projected sales/revenues over a five-year period?

6. Cost Structure (Maximum characters: 3,300)
a. What are the main startup costs for your project? How much do you need in financing for your project?
b. What are the main running costs for your project?
c. What are your projected costs over a five-year period?

7. What is your projected net income over a five-year period? What is the return on your initial investment? (Maximum characters: 1,900)

8. Optional: Please upload an excel sheet with a table showing the financial projections of your project. This is the summary of all the revenue and cost structure sections.

Step 5 Disclaimer

Upon submission of a project, each applicant team covenants that the idea and/or concept presented is novel. The team will be responsible for any breach of rights of other parties as a result of the production and/or submission of the project. Each team will designate a representative who will be in charge of all communications with AUB.

Inter team dynamics, conflicts, and issues, including financial ones, are exclusively the team members’ responsibility, and AUB has no responsibility or involvement in this regard.

Applicants may not use the name of AUB in presenting their projects.