Idea Stage / Scale-UP Stage – Detailed Proposal

Climate Action Recognition Scheme 2022/23

**Notes:**

* The detailed proposal should be no more than eight pages (cover page is not included in the page count limit), and be presented in a Microsoft Word/ PDF file format and pages should be numerated (with Font Calibri, Style Regular, Size 11 and Single Line Spacing).
* The detailed proposal should be written in English.
* Teams may choose to include infographics in the detailed proposals.
* Please upload the file in the online form. Please type your detailed proposal in word format. Hand writing documents are not accepted.

**{**Team Name}

**{Project Name}**

**Team**

{Team Leader}

{Team Member 1}

{Team Member 2}

{Team Member 3}

{Team Member 4}

**Climate Action Recognition Scheme 2022-23**

**“Idea Stage” / “Scale-Up Stage” League - Detailed Proposal**

1. **Project Initiative**

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| Project Name |  |
| Project Duration |  |
| Project Description(in 50 words) |  |
| Target Audience / Beneficiaries |  |
| Expected Outcome / Social Impact |  |

1. **Start-up Information**

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| --- | --- |
| Name of Start-Up / Team |  |
| Contact Person | Name: | Position: |
| Tel: | Email: |
| Overview of the Start-Up(in 50 words) | * Business nature
* Vision and mission
* Products/ Services provided
 |
| Ownership of the Start-Up | * List out Stakeholder Name & No. of shares held (%)
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1. **Project Description**

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| 1. **Rationale**
 |
| * Justifications on how the project idea addresses UN SDG 13 - Climate Action
* Sound arguments on why this project is worthy investing and conducting
* Any other information
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| 1. **Product / Service to be developed**
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| * Description of the product or service that the project develops or scales up
* Description of goals and objectives, key benefits and impacts, target customers and beneficiaries
* Any other information
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| 1. **Business Viability**
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| * Explanation of the ability to sustain profits over time, especially beyond the funding period
* Analysis of market environment and related policies
* Any other information
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| 1. **Innovativeness / Challenge**
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| * Explanation of the innovation(s) brought along by and featured in the project
* Description of the challenge(s) the project will encounter and how to address
* Any other information
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| 1. **Project Details**
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| * Explanation and elaboration of adaptive strategies and execution approach
* Description of project timeframe
* Any other information
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| 1. **Expected Results & Impact**
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| * Explanation of the project results, positive impact on climate change and outcome for the society
* Explanation of the assessment methodology of the results and impact
* Any other information
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| 1. **Project Team**
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| * Expectations of the qualification and execution capability of the team
* Description of manpower arrangement
* Any other information
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| 1. **Budget**
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| * A detailed financial plan
* Explanation of the project's financial sustainability
* Any other information
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| 1. **Endorsement, Support or Partnership (if applicable)**
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| * Clarification of existing support or partnership of this project
* Clarification of other funding sources and support
* Provide the names and addresses of endorsing or supporting individuals and companies
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- End -