SAS FinTech Challenge 2017

Concept Paper Template

**Name of Project Leader:** Click or tap here to enter text.

**University:** Click or tap here to enter text.

**Email Address:** Click or tap here to enter text.

**Mobile Number:** Click or tap here to enter text.

***Instructions:***

The goal of this concept paper is to be as clear and concise as possible. Therefore, a template is provided. You are expected to be able to summarize key ideas into clear sentences. This is to ensure fair testing across all concepts submitted to the SAS FinTech Challenge 2017.

Please replace the text enclosed with the symbols < > and do not change any of the section title headings. Furthermore, do not exceed word limit counts stated.

The proposal should not exceed 7 pages.

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| --- | --- |
| **Section 1** | **Project Title**  <Project Title> |
| **Section 2** | **Executive Summary (maximum 300 words)**  <Executive Summary> |
| **Section 3** | **Project Proposal** |
| **3a** | **Background**  *Describe the problem statement and gap in the market*  <Background> |
| **3b** | **Project Objectives**  *What are the objectives of the project and how it will address the gap*  <Project Objectives> |
| **3c** | **Expected Outcome**  *What will the completed project deliver*  <Expected Outcome> |
| **3d** | **Project Plan**  *Provide a high level Gantt chart of your timeline and key deliverables*  <Timeline and Deliverables> |
| **Section 4** | **Business Case** |
| **4a** | **Go to Market Plan**  *What is the strategy/plan to offer this to the customer/company? How are you going to grow the business*  <Go to Market Plan> |
| **4b** | **CAPEX Investment Plan (12 and 24 month periods)**  *Give some thought to potential investors: provide guidance on how much capital funding is needed to rollout this prototype (project) out on a commercial scale. Consult with your tutors and lecturers for help.*  <CAPEX Plan> |
| 4c | **Forecasted Profit & Loss (12 and 24 month periods)**  *Give some thought to how long the commercial rollout plan will require before showing an operating profit. Help answer the question: Is the Return on Investment adequate to justify the capital investment? Consult your tutors and lecturers for help.*  <P&L> |
| **Section 5** | **Bill of Materials** |
| **5a** | **Software**  *List of software required for this project*  <Software> |
| **5b** | **Hardware**  *List of hardware required for this project*  <Hardware> |
| **5c** | **Technical Training**  *Identify the technical training required for this project*  <Training> |