

What is Sustainable Development Forum

可持续发展论坛的定位

1. IP项目标准的把关人

Project standard gatekeeper

2. IP 项目进度的 Checkpoint;

Checkpoint for project process;

3. IP 项目与社会资源之间的桥梁;

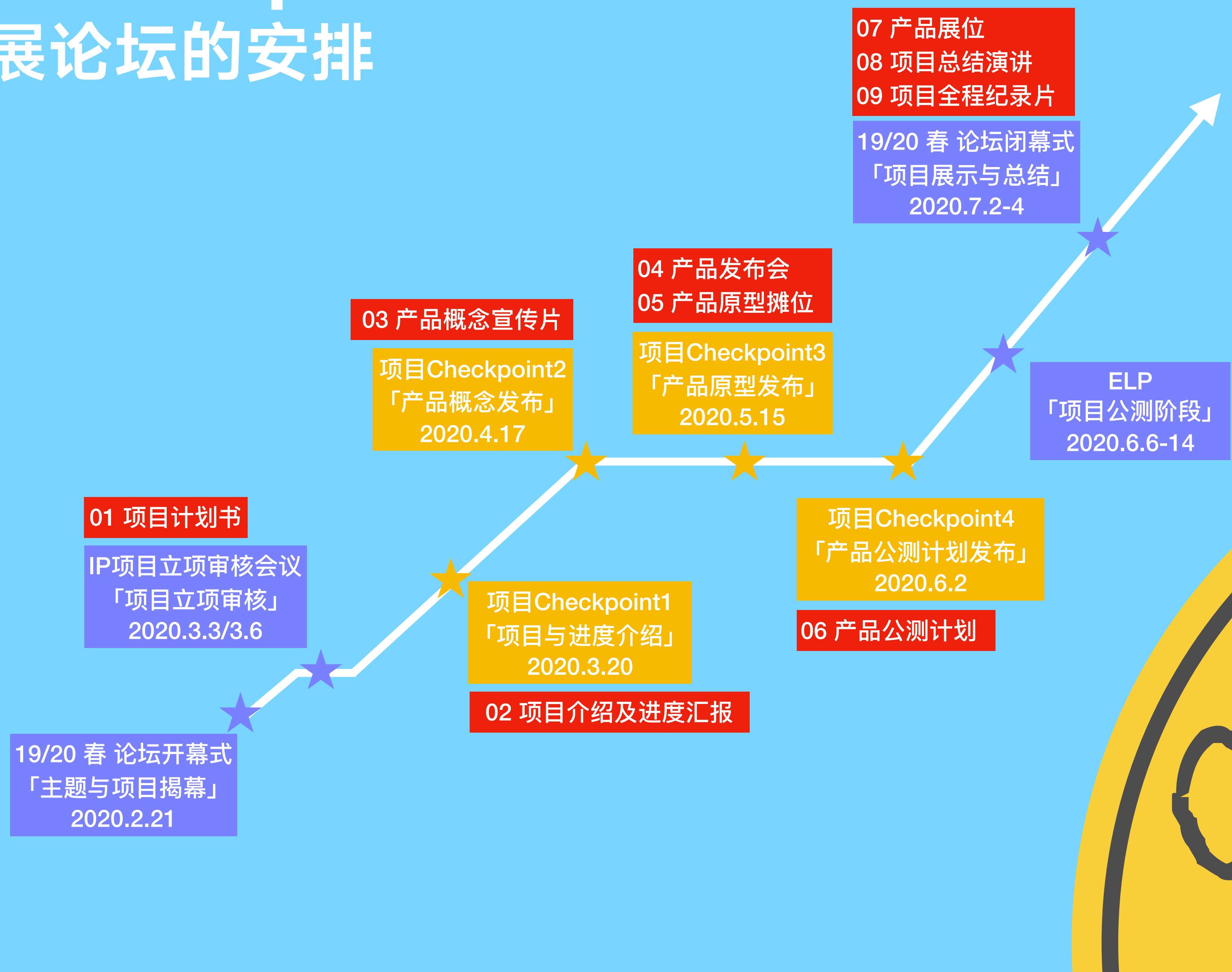
Bridges between IP projects and social resources;

4. 项目影响力的放大器;

Impact amplifier for IP;

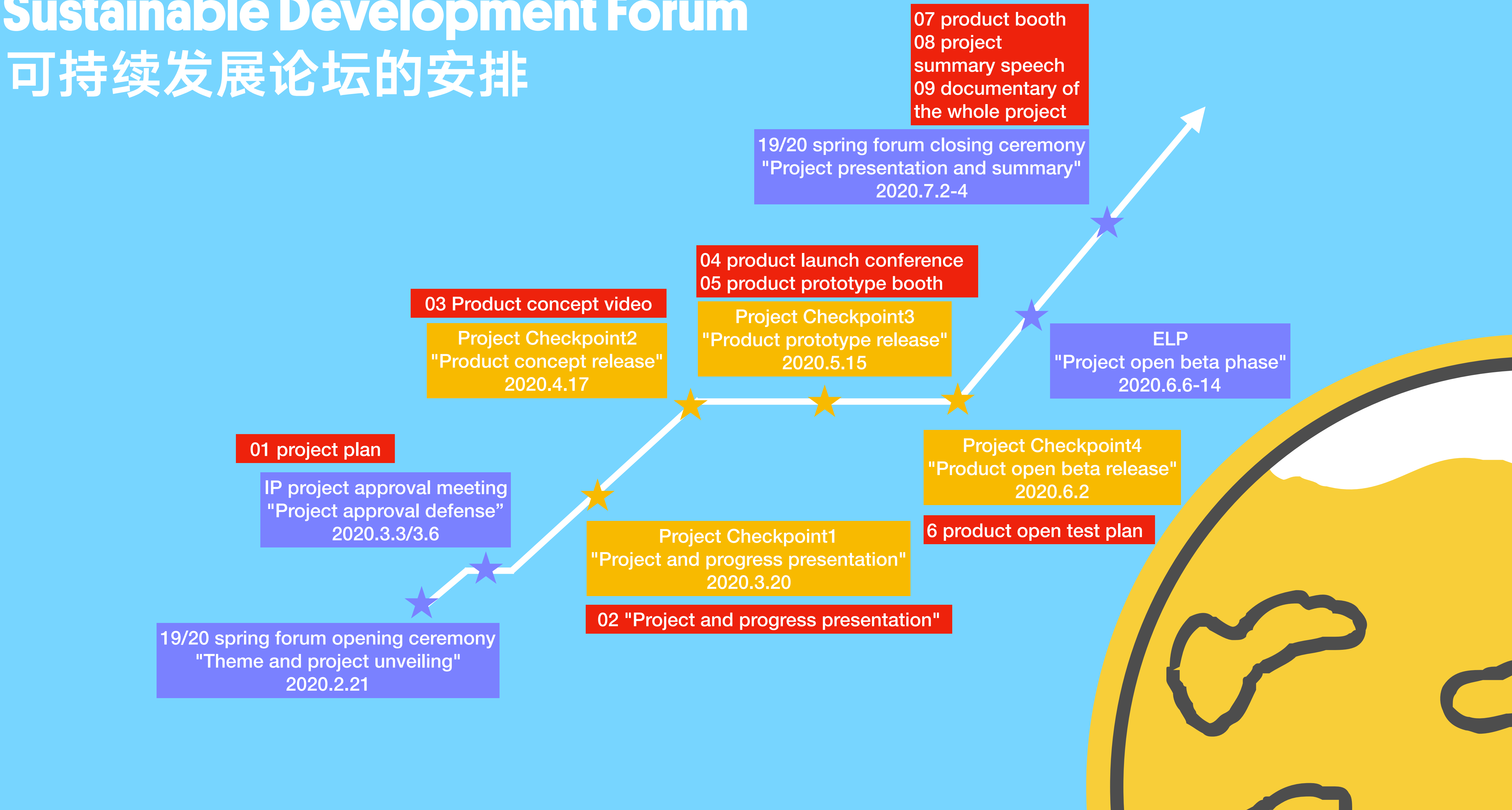
Sustainable Development Forum

可持续发展论坛的安排



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2020.3.3/3.6 项目 Checkpoint1 立项审核会

"Project approval defense"

一份完整的项目计划书

A. 项目背景介绍

- 要解决的问题是什么？
- 项目的使命与愿景？
- 项目的定位？

B. 需求调研与分析

- 受众群体是谁？
- 他们的核心需求是什么？

C. 核心主意与价值

- 项目的核心主意是什么？
- 如何高效的满足受众的需求？
- 我们提供了哪些核心价值？

D. 资源配置

- 我们的团队如何？
- 我们的合作方/潜在合作方如何？

E. 执行计划

- 项目分成哪几个阶段？
- 每个阶段的目标是什么？
- 项目的时间线，如何一步一步实现项目目标？

F. 项目预算

- 项目需要多少预算？
- 预算如何支配？
- 这些钱计划从哪里来？
- 我们需要多少启动资金，用来做什么？

A. Project background introduction

- What is the problem to be solved?
- Mission and vision of the project?
- Project positioning?

B. Demand research and analysis

- Who is the customer?
- What are their core needs?

C. core ideas and values

- What is the core idea of the project?
- How to efficiently meet the needs of the audience?
- What core values do we offer?

D. The allocation of resources

- How is our team
- Who is our partners/potential partners?

E. Action plan

- What are the stages of the project?
- What are the goals of each stage?
- What is the timeline of the project, how to achieve the project objectives step by step?

F. Project Budget

- What is the budget for the project?
- How is the budget spent?
- Where does the money come from?
- How much startup capital do we need and what do we plan to do with it?

说服我：「它有价值」

说服我：「它可行」

