



**Project Name (or Number)** (One Page Executive Summary)

***What's the Problem / challenge? - The Objective:***

***What do we want to do? The Goals***

Proposal  
Scope  
Key Features

***Why do we want to do it?***

Key Benefits for the business

Competitive advantage?

What happens if we do not do it?  
Dependencies (other projects, market, production etc)  
Critical success factors  
KPI's  
Risks

***When?***

Required Launch Date:

**Contacts**

**Project Owner: Name      Department**  
**Project Manager – (if known)**  
**Project Coordinator / secretary**