**Concept Note**

Please brief your project proposal according to the instructions (10 pt., no more than 2 pages).

1. ***Why:*** the problem contexts and project goals

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| 1. Briefly state the contexts of your community problems you are tackling.  2. Why can your social innovation and entrepreneurship strategy tackle it?  3. What is the association of your idea/strategy with green economy or energy?  4. Briefly state your project visions (want to be), missions (want to do) and objectives (milestones). |

1. ***What:*** the base of the project

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| 1. How do your products and service models look like? (Simple is beautiful!) 2. Do they relate to innovative techniques, methods, processes or concepts? 3. Briefly describe the main opportunities and barriers of your proposal in analysis of community PEST (Political-Economic-Social-Technologic) association. 4. How do you position your project in the market in order to make sure that it will be sustained? |

1. ***Where and who:*** the scope

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| 1. Describe your target community eco-geographically and its business ecosystem. 2. What are the key resources in it? 3. Who are your partners of project-related stakeholders? 4. Who will benefit by this project and who would be disadvantaged? |

1. ***How:*** the implementation of 4Ps and 4Cs

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| 1. How different are your products or services for meeting your community people’s needs and wants? 2. Is your pricing cost-efficient enough so that your products and services are affordable or attractive? 3. Through which channels are your products and services more convenient and accessible? 4. How do you communicate with your community audiences or through which activities to attract the stakeholders’ attention? |

1. ***When:*** the time intervals

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| 1. Briefly describe your main activities in your preparatory period. 2. When will the project start to proceed and how long will be this start-up period? 3. When will your products and service be attracted by some of the stakeholders who will support you for scaling-up? 4. Can this project reach to its break-even point? If yes, then when? |

1. ***Who:*** the leadership, team and HRD

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| 1. Briefly describe the management capability in team member’s profiles. 2. Why can your entrepreneurial leadership lead this project to sustainable development? 3. How can the community disadvantaged people be recruited in your team or integrated as value-added partners? 4. How can your team coordinate the community/stakeholders’ network for leveraging up the resources and capacities? |

1. ***How Much***: the efficiency of funding and output

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| 1. How much money will you need to start the plan? How long can this amount keep the plan alive? How does your funding structure look like? 2. Where is your seed money for starting up? Is there patient capital to keep your community change going? 3. How much revenue will be created in three years and who are the consumers or sponsors? 4. Can this input-output performance attract further investment? Who will be the potential impact-investors? |

1. ***What*** will happen: the outcome and impact

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| 1. Why can the plan benefit the main community stakeholders through making profit? 2. How much can the disadvantaged people be integrated/included and be empowered? 3. Why is the plan friendly for environmental ecosystem and is potentially promoting green energy or green economy? 4. In general, what will be changed after the project is put into practice, that is to say, what’s your impact on the triple-bottom-lines? |