

ENG 2570 Final Project | Figuring Stuff Out Exercise

Telling a good story is crucial to reaching your goals if those goals need other people's resources (e.g., time, money, support) to achieve them. One way of developing that narrative is to practice putting your ideas into words. The statement is one way to answer the following questions:

- How does what I intend to do help people?
- Who will be helped by what I do?
- What vital service does what I do provide?
- What is my track record of success in doing things like this?
- What do I plan to do next if this works?
- How will the money I use for this be spent?
- Why does my idea deserve support?

Think of it this way—you are starting a conversation with someone that you don't necessarily know, about something your audience doesn't necessarily know about, and you want it to end by them giving you money. Sounds easy, right?

The following questions might give you an idea of where to start....

1. Who is involved?
 - a. What are their qualifications and accomplishments?
 - b. What is their role in the project?
2. Whom is the idea intended to serve?
 - a. Demographic information.
 - b. Description of a real person who benefits from this (a use case).
3. What is the idea?
 - a. What does it look like?
 - b. How will it be used?
4. What needs does this idea satisfies for the intended audience.
 - a. What pressing problems does the idea address?
 - b. How does the idea satisfy these problems?
5. How will the investment in your idea be used?
 - a. Why can't you do it with your own resources?
 - b. What are the key expenditure areas?
 - c. How do these expenditures push the project forward?
6. How will contributions be acknowledged?
 - a. What tangible benefit(s) do supporters get in return?
 - b. What intangible benefit(s) do they receive?