

#BetterTogether University Challenge Proposal Guideline

WHAT MAKES A GREAT PROPOSAL?

1. Title

Stand out from the crowd by giving your proposal a memorable name!

2. Individual/Team

Tell us about yourself and/or your team. We want to get to know the great minds behind your idea.

3. Problem Statement

Clearly identify the category of submission, your problem statement, and how it links to a Sustainable Development Goal (SDGs).

4. Research & Supporting Data

Include any research, hypothesis, insights and/or market study to support your proposal.

5. Idea/Initiative

Present your idea including details of rollout timelines, budgeting, and overall value proposition.

6. Impact & Sustainability

Demonstrate how your idea will impact the community/problem. If idea is transferable, also indicate how and what the monitoring progress reports will look like.

7. Additional References

Include any materials, documentation, and links that may be relevant to your proposal.

The above is a sample for reference on how to structure your proposal. You may wish to have additional slides based on your proposal.

Please always ensure that subject headers and titles are clearly indicated in each slide.

1.Title

This is the cover of your proposal deck.

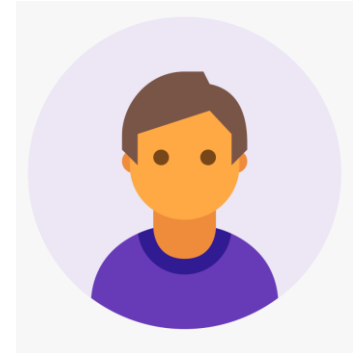
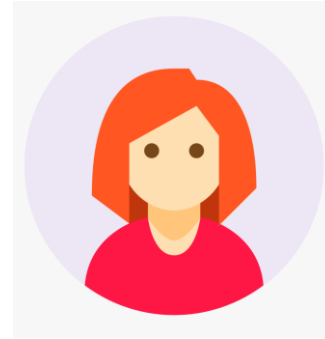
Give a name your idea

Add a tagline for double the impact!

2. Individual/Team

Introduce yourself and/or the members on your team.

- The name of your team
- University you represent
- Tell us what you/your team are passionate about



3. Problem Statement

What is the problem you want to solve?
How big is the scale of this issue?
Who is affected by this?

Be sure to include:

- The submission category
 - i. Best Community Project
 - ii. Best Education Project
 - iii. Best Environment Project
- Proposal link to UN Sustainable Development Goals



4. Research & Supporting Data

Market research, surveys and reports

- Is there any data available that support your idea?
- Highlight and evaluate the uniqueness of your idea proposition based on current solutions available in the market



5. Idea/Initiative

Pitch your idea here.

Want to be leverage on graphs and video? Go ahead. Be creative and make it good!

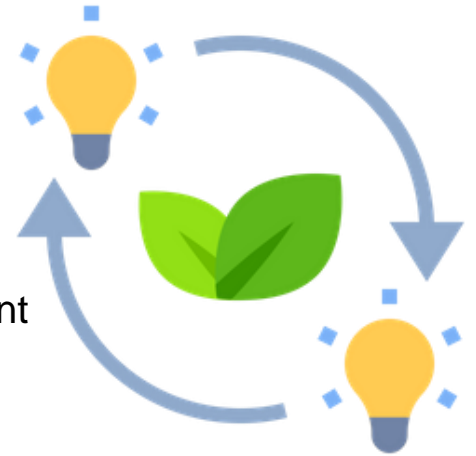
It's important to also address:

- How fast can your idea be implemented in real world?
- What is the potential budget/spending to make this proposal come true?
- How can we measure the effectiveness of this initiative and how soon can we see results?

6. Impact & Sustainability

All ideas and initiatives aim to address existing world and community problems.

- What are the immediate & long-term impacts of your proposal?
- What value does your proposal bring?
- Is your idea transferable to other communities/industries?
If so, how?
- What does your progress report entail? What is your measurement success?



7. Additional References

Wrap up your proposal.

Recap what was presented

Provide additional resources or links that may be of interest to strengthen your proposal

Have a Question?

Reach out to us at: astro_kasih@astro.com.my