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| **1** | **Project/Initiative Name**  This name should help someone understand the goal of the project and not be overly technical. |  |
| **2** | **Elevator Pitch**  If you had two minutes to explain this project to someone, what would you say? Include what is being done, what it improves and what audiences are affected. |  |
| **3** | **Rationale**  We are doing this project because…(it will improve, it will support, it will help). |  |
| **4** | **Results**  When this project is complete, what will have been achieved? |  |
| **5** | **Benefits**  What are the key benefits of this project? |  |
| **6** | **Risks #1**  What are the key risks as a part of this project? |  |
| **7** | **Risks #2**  What are the key risks if we did not complete this project? |  |
| **8** | **Timeline #1**  When is the project expected to start? |  |
| **9** | **Timeline #2**  When is the project expected to finish? |  |
| **10** | **Major Milestones**  Are there major milestones that you know? If yes, list them. If no, they can be added as the project plan is defined. |  |
| **11** | **People and Partners #1**  Who is leading this project?  Name, title, email address |  |
| **12** | **People and Partners #2**  Who are the partner/sponsor areas for this project? |  |
| **13** | **People and Partners #3**  How will we work with partner/sponsor areas? |  |
| **14** | **Cost #1**  How must do we believe this project will cost? |  |
| **15** | **Cost #2**  How is it being funded? |  |