



What is a concept Paper Is and Helpful Tips on Writing One for the Contest

A concept paper concisely describes for product or service for which you are seeking funding.

Consider including the following in your concept paper -

A purpose – A purpose should grab your reader’s attention; use an attention-grabbing statistic, a quote, something that makes the reader want to continue.

Explain why you are entering the contest. How does your business idea meet the goals of the contest goal? How does your business or idea work with the overall goals of the Oil Region Alliance?

Describe the need/problem, void your business idea will address. What is the problem, how do you know this is a problem/need?

What is your method to solve the problem/need? Describe the basic way of your business idea that will resolve the need/problem.

What makes your method/business idea different? Describe what makes your business idea or method different from others within the region, providing the same or similar services/products.

What is your Timeline? What is your timeline to fully implement your business idea? Break it down into milestones so the reader can tell you have realistic goals.

How will you assess your business idea? Will you measure the outcome of the business idea? If so, how will you measure the results?

Budget – Provide a preliminary budget; not every all details need to be included but provide the basic costs to get your business idea up and running.

(itemizing costs and expenses enough that the reader understands where the funding is going to be spent.

Summary – a brief paragraph recapping the business ides, the action plan, and need.

BASICS

Formatting

- One-inch margins all around
- 12-point font (Arial or Times Roman)
- Pictures included are permitted
- Single-sided
- Three to five pages maximum
- Include page numbers