

Proposal Preparation Guidelines

I. Contents of the Proposal

The proposal must include the following sections:

1. Company Overview: A brief introduction to your organisation.
2. Mentor Network: Details of the mentor pool available for this programme, including their specific areas of expertise and capabilities.
3. Strategic Networks: Details of investors, VCs and corporates that can be leveraged in this programme.
4. Deliverables
5. Track Record: Case studies or evidence of experience with similar projects.
6. Project Team & Structure:
 - a. Structure chart for project implementation (roles, responsibilities, and reporting lines).
 - b. Profiles of key personnel, highlighting relevant experience from similar projects and specific skills/networks that will enhance the project outcome.
7. Price (Quotation):
 - a. Specify whether VAT is included or excluded.
8. Contact Information: Primary point of contact for this proposal.

II. Format

PDF or Microsoft Power Point

III. Notes

1. Once a proposal has been submitted, it may not be replaced or resubmitted unless requested by JETRO.
2. The proposal should be written in clear, plain English to ensure that evaluators from both technical and non-technical backgrounds can fully understand and evaluate the content.
3. Contact details must be clearly stated to allow JETRO to make enquiries if necessary.
4. JETRO will not bear any costs incurred in the preparation or submission of the proposal.