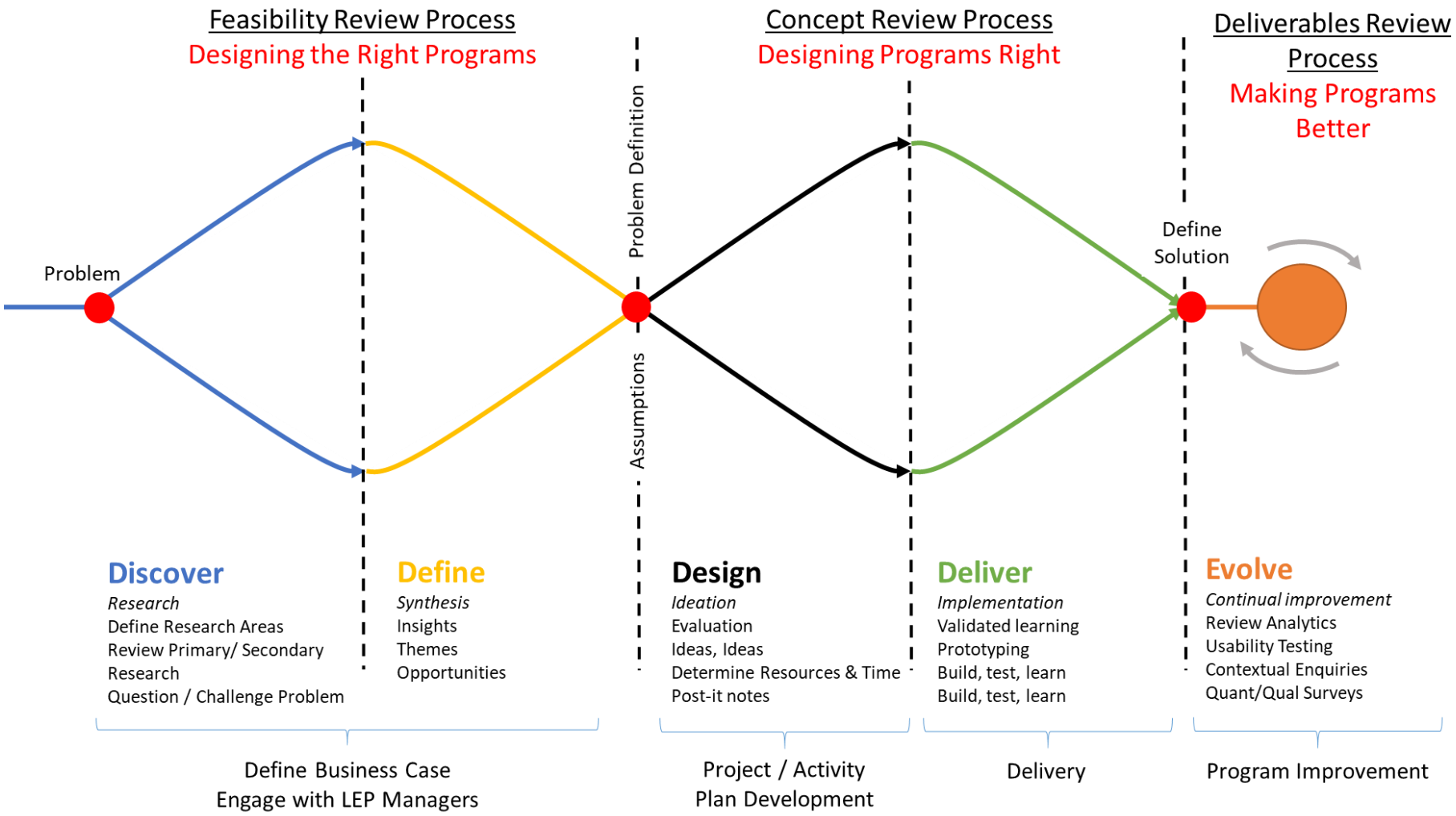
Co-Funding Program (CFP) – Project Development Checklist



Building a Business Case:

Effectively achieved by working in conjunction with an LEP Manager

Identify the **problem** – **not** the solution.

Consider *goals* rather than activities.

Discover & Define

This process of clearly defining the problem will make the whole application process more efficient, align with the program and produce a high return on investment (ROI), with the ability to accomplish this initial planning stage over the phone or ideally via a whiteboard session.

Desirability – Social factors for success

- WHAT is the problem to solve?
- WHO will primarily benefit? Which other stakeholders will benefit?
- HOW critical is this issue to the longevity of the sector?
- WHY address the problem? Has industry addressed it previously? If so, how? If not, why?

Viability – Economic aspects and ROI

- HOW will stakeholders continue to pay for future outputs?
- HOW easily could the project be absorbed/adopted by others?
- WHAT is the anticipated ROI for the project?
- WHAT additional investment will ensure project success?
- WHAT additional benefits could be realised?
- WHAT opportunity is available to leverage off other aligned projects (now or future)?

Feasibility – Technical aspects for success

- WHAT current knowledge is available from which to leverage?
- WHAT new knowledge will generate from the project?
- WHAT are the current technical capabilities?

Co-design

- WHAT management do we need to engage in the project (is there management onside)?
- WHO else to work with / who else does this benefit (other exporters, importers, commercial production companies, governments, other markets)?

Re-define the Problem

Working in conjunction with an LEP Manager, this process will make sure everyone is clear about the assumptions that the project will test (the agreed reason for running the project).

Develop a Pitch

"For *[target customers]*, who are dissatisfied with *[the problem]*, *[the* solution*]* resolves the problem. Unlike other inferior solutions like *[understanding the alternatives]*, you get this *[the proposal's advantages]*."

Project Proposal has in-principle approval

Following the initial development of the business case in collaboration with the LEP manager, at this stage the project has in-principle support. However, the initial project still requires planning and identification of milestones and budgets before submitting the proposal itself.

Writing a Project Plan

Allows a clear understanding of the project and its delivery.

Once there is agreement between the Project Manager (exporter representative) and the Project Sponsor (LEP) regarding the end goal/purpose to resolve the problem, then you can start defining the activities needed to achieve the outcome.

Post-it Notes and Brainstorming are good ways to achieve this with LEP support.

Project planning needs to focus on the output or the goal – not the journey or activities themselves. The activities are just a means to get to the end outcome.

Project Plans need to consider:

1. **Phases/stages** — periods of completed work during the project.
2. **Work packages** — groupings of activities with defined scope, timescale and cost that only one person is responsible for delivering.
3. **Activities** — components of work delivered to complete the project.
4. **Milestones** — major events with zero duration that normally depict the start of a stage.
5. **Deliverables/outcomes** — outputs produced by the project as defined in the business case.
6. **Reviews** — checkpoints that evaluate deliverables (or the entire project) against the business goals.
7. **Interdependencies** — when an achievement from another work package/project affects the completion of a project deliverable.

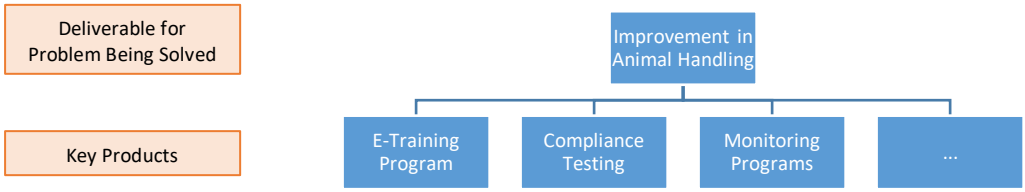
Example on How to Break Down a Project *(Output Based)*

This is a suggested process to help determine everything required to deliver the agreed outcomes.

STEP 1) Start with the key outcome or deliverable – what is the problem solving?

STEP 2) Brainstorm <u>all</u> of the things required to deliver the above outcome – including physical, functional and conceptual products. Allocate about 15mins to this step.

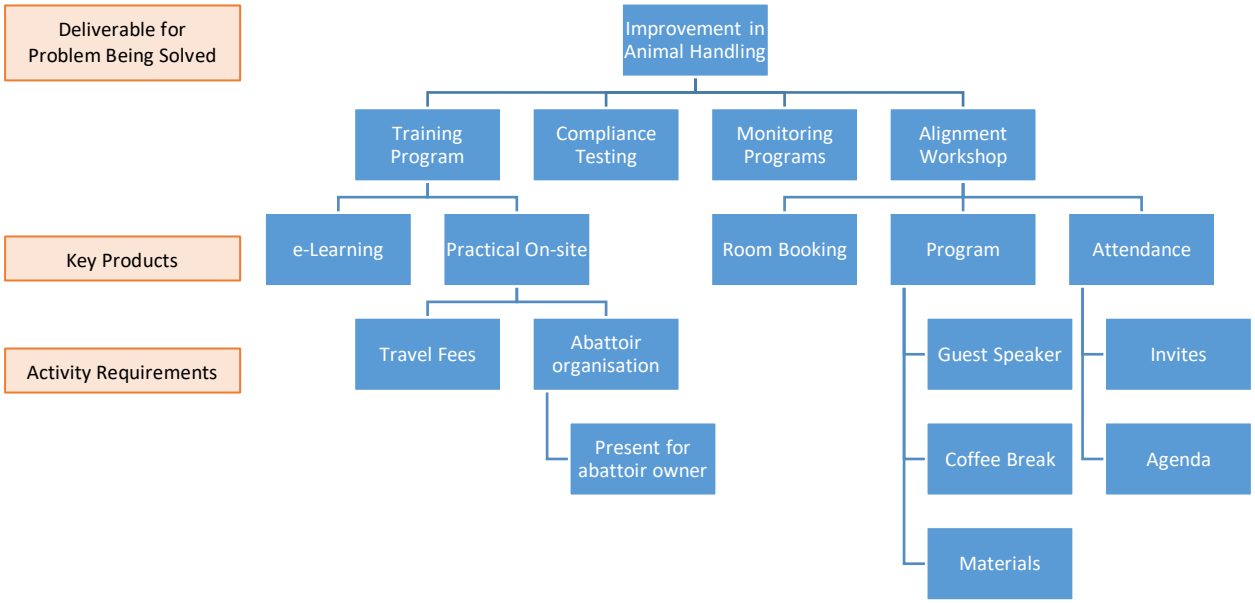
STEP 3) Lump similar ideas under group headings.



STEP 4) Continue breaking down the products into more detail. Allocate 5-10mins for each iteration.

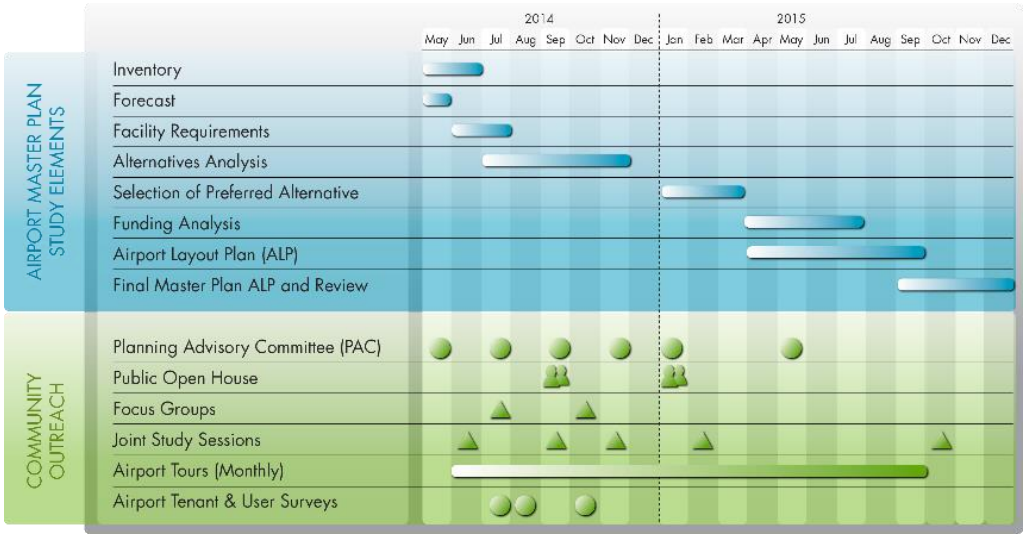
As the project constituents are broken down, some products may have a better description later on.

For example, e-Training is better described as Training and broken down later into e-Training and Practical training.



Once the project is broken down into all the possible components, the project now consists of many activities focussed on the output to produce, rather than the activities themselves.

Suggested outputs that capture the requirements in the plan include:

1) Cost and Resource Plan: usually in a table

2) Program Schedule: Gantt Charts or "schedule plan" (below)