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| CPE VSDL Router Design & Development (Company Name) |
| A Proposal Submitted to ITIDA |
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|  |

[Insert Company Logo Here]

[Signature]

[ Company Representative]

[Title]

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# Abstract

The Abstract is a one-page summary of the proposal. It may consist of three paragraphs. The first paragraph describes the general discipline of the proposal. The second paragraph explains the benefit of the proposal to the ICT/Electronics Egyptian industry. The third paragraph lists the specific deliverables of the proposal plan.

In addition, if the proposal is selected for funding, the Abstract will be translated to Arabic to be included in the contract and should thus be informative to the general reader.

# Introduction

The Introduction is meant to introduce the proposal topic and the proposal team in **a concise way**, with the details following in subsequent sections of the proposal. This will give the reader an overview of the proposal and help him follow the sequence of the different sections with more focus.

As a more elaborate version of the Abstract, the first part of the Introduction should help the reviewer understand **the scope and focus** of the proposal. It is important here to mention that in the Introduction, **it is the applicant’s responsibility to present the project in a way that makes the reviewer have an accurate idea about the project, without plunging him into the details that will follow in the proposal sections**.

**Diagrams and tables are usually better than narrative explanation**. So, all over the proposal, applicants are advised to summarize or present their ideas using flowcharts, tables, pictures, figures … etc. Proper numbering and referencing of these tools is a must. Some practices should be avoided in this respect, since they are a major shutdown to reviewers:

1. Reporting numbers or statistics without mentioning the source.
2. Including figures or pictures without referring to them in the text.
3. Inaccurate captions for figures or tables, or forgetting to refer to the source in the caption.
4. In general, poor writing and linguistic mistakes. Proof-reading the proposal is a must before submitting it.
5. Excessively long proposal, with repeated material and/or material known to any expert in the topic.

# Company Profile

## Company background

A brief about the Company background, Company size, number of staff and it’s domain of expertise.

## The Egyptian Market Journey

A brief about its presence in the Egyptian market, no of offices and locations.

## Global Presence

A brief about experience working in regional/international markets.

## Company financial situation

A brief about the company’s financial situation while attaching financial statements for the last two years like Income statement.

## Company Portfolio

Mention company’s previous work experience especially in similar design project.

## Mass production

A brief about company’s previous experiences dealing with electronic devices mass production.

## Customer acknowledgments

Reference contacts/names for company’s customers.

# Company’s R&D team

Introduction of the project team, with a very **high-level description of their roles** or **simply their titles in the project hierarchy**, and the percentage time-dedication to the project. Also explain, why this team? supported by brief background of the project team members: **R&D team**, previous relevant experience supported by reference of relevant publications or patents. **Detailed resumes of the project team and the company profile should be sent in separate files.**

# Consortium

A consortium is an alliance of multiple organizations “Design house, Local Manufacturing Firm and Chipset Manufacturing Firm” who come together to collaborate and achieve this project.

## Local Manufacturing Firm

A brief about the Local Manufacturing company, why this specific Industrial Local Manufacturing partner? mentioning of the line of activities/products related to the proposal topic. In addition, kindly submit a formal agreement, MoU or LOI with local manufacturing companies in case of contracting local manufacturing mass-production.

## Chipset Manufacturing firm

A brief about the Chipset Manufacturing firm, why this specific Chipset Manufacturing firm? mentioning of the line of activities/products related to the proposal topic. In addition, kindly submit a formal agreement or MoU with chipset provider manufacturer (ex. Qualcomm, MTK, Realtek, Maxilinear,…etc.) and manufacturing companies for mass-production phase

# Industry Analysis and Proposal Objectives

## History and State-of-the-Art

This part should report the evolution of the topic and the current state-of-the-art. Updated references, sources, statistics … etc. are required to show the importance of the proposal topic and its relevance to the ICT/Electronics industry.

## Industry and Market Analysis

Competitors, local and international, their market share, and the features of their products/solutions, and … etc. are expected to be found in this section. Summary of the different features in a table is recommended to allow the reader to assess the properties of the available products/solutions.

## Proposal Objectives

This subsection should include the features of the proposed product/solution that will give it an edge as compared to other products/solutions.

# Statement of Proposal

## Detailed Proposal

This section should include more details about the proposal. It is suggested to include a block diagram of the whole system that is to be developed or of which parts will be developed. **Please avoid repetitions; if you have already presented all the details before, do not repeat them here.** Also, clarification as to what parts will be based on off-the-shelf components, open-source … etc. or will be developed from scratch should be made.

## Detailed SMART Objectives/Deliverables

Quantitative description of the project objectives and deliverables, **with clear measures of success and KPIs**, should be found in this section.

## Estimated production price based on volume tiers

Submit unit price in case going for mass production based on volume tiers (50K, 100K, 200K, 500K, 1M) units.

# Methodology and Execution Plan

Before reaching this section, the reviewer should have formed a clear idea about the proposal topic and deliverables. This section should address the question of how the project output will be developed.

## The Starting Point:

A very important part of the proposal is a clear description of the project starting point, which should be presented in this subsection.

## Work Packages and Reporting Scheme

With the clear description of the project starting point and the technical methods, distribution of the project tasks over the project team should be provided. The reporting scheme necessary to guarantee smooth flow of the execution plan should be given.

## Milestones and Gantt Chart

The project shall be funded on a milestone basis. A milestone is typically 2-4 months. The project plan is expected to be divided among each milestone, with clear deliverables at the end of each. Notice that the milestone will serve as a checkpoint for the success of the project. Thus, clear measures of success at the end of every milestone should be indicated. Typically, a Gantt chart is used to summarize the execution plan flow.

## SWOT Analysis and Mitigation Plan

The project team should be aware of the strengths, weaknesses, opportunities and threats of the project. This should be illustrated in this section. A mitigation plan should follow the SWOT analysis.

# Resources

Detailed description of features of the equipment that will be used in the project and justification for needing them may be given in this section. Distribution of these resources over the milestones may also be given. This section may be combined with other sections if the applicant sees it is better to do so.

# Budget

## Distribution by Item and by Milestone

**Please insert the budget template, which is on the ITIDA’s website.**

# References

List of the references cited in the proposal body. It is suggested to divide this part into two sections, one for the cited publications/patents of the project team, and another for other citations.

# Appendices

As with any report, proposal or manuscript, technical parts with no impact on the flow of the proposal writing should be provided in an appendix for the interested reader to refer to at his own discretion.

# Biographies

The project team should give detailed resumes (maximum two pages) along with the company profile in separate files. However, one may provide extracts from the resumes that are relevant to the proposal topic for quick reference of the reviewer in this section.