**Part 2—Project Description**

**1. Elevator speech for your project**

**Provide a brief overview that includes the context and opportunity for your project** (no more than one page.)

**Please describe** \*

1.1 Who are the customers or beneficiaries?

1.2 What value does the project deliver to them, and how?

1.3 What are the customers or beneficiaries willing to pay or invest?

\*(Note: Even political reform projects and nonprofit ventures must clearly identify how beneficiaries will be served and the commitments they will make.)

**2. What’s your one-sentence description of your project?** \*

(This should be specific and stated in a single sentence that anyone can easily understand.)

**3. What is the time frame for accomplishing this project?** \*

**4. How does the project advance liberty, economic freedom, and expand individual choice.** \*

(Describe how your project promotes a market-based approach while advancing economic freedom and individual liberty.) Address the following aspects:

* + **alignment**
	+ **impact potential (replicability and scalability)**
	+ **feasibility and odds of success**
	+ **reasonableness of the time frame**

**5. What’s stopping you, what obstacles or challenges have prevented you from implementing this project so far? Where do you currently stand in your planning or execution?**  \*

**6. What resources are available to you?** \*

Describe the resources at your disposal, including people, information, skills, or networks.

**7. How will you know if you are successful?** \*

How will you determine if your project is successful? What specific metrics or indicators will you use to measure success?

**8. What concrete goals do you aim to achieve by participating in the Antigua Forum?** \*

**Supplementary Information:**

You may include additional information such as visuals or images, to help us better understand your project.

If you need further information please contact Claudia Rosales Modenessi at

coordinadorproyectos@ufm.edu.