

Project Summary Instructions

If you have any questions about how best to structure your project summary, please contact the DBIA team prior to the application deadline. We also have created a new Project Tool linked on the website that can help you organize your project.

Your project summary should be 3-5 paragraphs explaining your current business, the proposed project, and its impact on your business.

The Project Summary must answer the following questions:

1. What is your current business?
2. What activities are you proposing to do in your project?
*See the **Project Planning Tool** on the DBIA website for help.
3. What stage of implementation is project at? (i.e. planning, some purchases have been made, etc.)
4. Why did you choose this project?
5. What are the intended outcomes? How will this project benefit your business?
*You should highlight these **outcomes** (where appropriate):
 - the establishment of a new business;
 - new value-added products or processes developed;
 - job(s) created or retained;
 - expected increases in sales volumes;
 - expected increase in revenue;
 - expected expansion of export endeavors;

The strongest projects are SMART (specific, measurable, achievable, relevant, and time-bound).

Specific- The project should have a specific focus on 1 or 2 products. If your project is a bigger-level expansion, consider breaking the project into multiple phases. Make sure you have a plan in place for any product you are proposing to make.

Measurable- The project should include impacts (such as suggested above) to evaluate the success of the proposed project. The best project summaries include details about expected benefits to the business that include numbers based on evidence. Estimated numbers based on research are still helpful.

Achievable- The project should be reasonable for your business as you have described it. Ensure you include any information about the resources and expertise that will help your business succeed. Break a project into multiple phases if necessary.

Relevant- The project should make sense for your business. It is important to explain WHY you chose this project and why you believe this is the best next step for your business. What research did you do before choosing this project?

Time-bound- The project should have a realistic timeline within 12 months (as described in the Work Plan) with potential obstacles noted. Projects should also be timely, meaning that the majority of the work will begin promptly after the award decisions.

Emily Slatter, DBIA Program Coordinator, eslatter@cdr.wisc.edu | 608-301-7751

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