How to make a video proposal

Your video proposal should be roughly 2.5 minutes in length. Every proposal has the following six sections:

SECTION 1: CONTEXT
Introduce your group and the context of your proposed project.

SECTION 2: PROBLEM STATEMENT
What problem is your proposed project going to solve?

SECTION 3: PROJECT IDEA/VISION
What is your big picture idea for solving the problem you stated?

SECTION 4: CORE OBJECTIVES
Explicitly list what you will do to accomplish your project vision.

SECTION 5: EXPECTED OUTCOMES
Discuss what measurable effects you expect to see as a result of your project.

SECTION 6: CLOSING STATEMENT
Summarise and justify your project. Convince your audience!

Make it Grow: supporting community-based food initiatives to access grants through participatory video proposals.
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