# Unitec Project Brief

## Please use this template which is step 1 of the Commercial projects process, typing your information below (no handwriting) in the second column (delete the explanations in italic). If you run out of room, please add another page to this document. Once completed email to business.development@unitec.ac.nz, and we will advise you by the 20th of the month if your application has been successful in getting through to the second stage of this process.

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| Project Type | *What type of project is proposed: academic, commercial, property, marketing, student related, international, financial investment, or other (describe)* |
| Project Owner | *Who is proposing this project and who will the owner/sponsor of the project be (i.e. who will be accountable for its success)* |
| Project Overview | *Please provide a synopsis of the proposed Project. Describe what the project is. What is included in the project scope? Describe what the project is intended to deliver in terms of outcomes and benefits for Unitec, what the key components of the project are, why Unitec should do this project and any other summary information that you believe is relevant to introducing this project* |
| Project Drivers | *What are the primary needs that are driving this project – for example: to increase student recruitment, to improve competitiveness in a particular area, to improve student outcomes, to introduce new revenue streams, to grow revenue from an existing business area, to open up new markets for Unitec, to leverage a business relationship to deliver better outcomes* |
| Project Targets | *Who are we targeting with this project as the “customer” – be as specific as possible* |
| Define the Outcomes | *What are the expected returns from this project – provide specific, measurable goals that will be achieved if this project is successful. Example: revenue, profit, additional student numbers, reduced costs, improved efficiency**How will we know if this project has been successful? – i.e. what are the measures that will be used to review the project* |
| Define the Resources required | *What are the expected costs and resources needed for this project – include actual incremental costs to Unitec (i.e. additional to current cost base), outline the costs in terms of using existing Unitec resources (people, time, financial costs), how many people are required, for how long and how much of their time will ne needed for this project. What other resources, suppliers will be required* |
| Timeframes | *When is this project expected to start, how long will it take and therefore what is the targeted completion date (break down into stages if required)* |
| Define the risks | *What are the key risks to this project? – what are the key impacts that could negatively impact the outcomes – and rate the likelihood of these occurring. Be as specific as possible* |
| Approval | *What is approval being requested for? Examples: approval to complete a business case, to investigate further, to commence project, to allocate resources (money, people, time)* |