

Exhibit 10-1: Proposal Template

Opening

- Purpose of proposal
- Reference to client meeting(s) and request for proposal
- Outline of proposal contents

Background and Understanding of Need

- Background of the situation and nature of problem or opportunity
- Initial assumptions and general facts (from client)
- Findings from initial investigations (for example, front-end analysis)
- Issues, concerns and assumptions
- Initial conclusions

Objectives

- What will be accomplished, in specific terms:
 - what will be done
 - what results will be achieved

Deliverables

- Completed tangible artifacts:
 - reports
 - designs
 - prototype materials
 - final materials
 - implementation plans
 - evaluation plans
 - other items as appropriate

Methodology

- List and description of all methods used to accomplish objectives:
 - analysis methods
 - facilitation methods
 - management methods
 - design and development methods
 - implementation planning methods
 - evaluation methods
 - other methods as appropriate

Potential Problems

- Resource requirements
- Access to key people and data
- Security restrictions
- Budgets
- Conflicts in the organization
- Competing priorities
- Resistances
- Other issues as appropriate

Schedule

- Tasks
- Timelines
- Deliverables due dates
- Sign-offs

Cost and Payment Information

- Fees
- Expenses
- Payment schedule
- Special considerations and/or understandings

Capabilities and Resources

- Statement of WLP capabilities
- Client lists and testimonials
- Descriptions of similar projects and outcomes
- Names of project team members, their bios, and their assigned project roles

Authorization to proceed

- Brief statement converting proposal to commitment
- Spaces for authorization signatures, titles, and dates

Summary

- Review of key proposal elements
- Thanks for invitation to propose