



# CASTECH

YOUR CASINO WE BUILD

THE BRAND



## DENIZ TRADE

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# Project Proposal & Presentation

Project proposals and presentations are two key parts of securing approval and buy-in for a new project. While they work together, they serve distinct purposes:

## Project Proposal:

Formal document: Outlines the project in detail, including its goals, objectives, methodology, timeline, budget, resources, and potential risks.

Target audience: Primarily stakeholders who need to assess the project's considerations and value.

## Key elements:

Executive Summary: Concise overview of the project.

Problem Statement: Identifies the need the project addresses.

Project Objectives & Goals: What we aim to achieve.

Methodology: How we plan to achieve the goals.

Timeline & Schedule: Key milestones and deadlines.

Budget & Resources: Estimated costs and required resources.

Risk Assessment: Potential challenges and mitigation plans.

Evaluation Plan: How we will measure success.

Conclusion & Recommendation: Summary and call to action.

## Project Presentation:

Visual and engaging: Summarizes the proposal's key points in a concise and persuasive way.

Target audience: Can be broader than just stakeholders, including potential funders, team members, or the public.

## Key elements:

Compelling Hook: Grabs attention and introduces the project.

Clear Problem Statement: Highlights the need and its significance.

Solution-Oriented: Showcases the project's value proposition and impact.

Visuals & Storytelling: Charts, graphs, images, and stories enhance understanding and engagement.