**Guidelines for Writing a Two-Page Proposal for Your Product**

**General Instructions**

The proposal should provide a clear, well-organized, and compelling overview of your product concept, addressing key aspects of its development, feasibility, novelty, and market potential. Keep your writing concise and professional, ensuring that all sections are effectively covered within **two pages**.

**Submission Deadline & Method:**

* **Deadline:** June 12, 2025
* **Submission Method:** Proposals must be submitted via email to **FHNSGSA@umanitoba.ca** with the subject line **“Food Product Development Proposal – [Team Name].”**
* **Format:** PDF or Word document

**Proposal Structure**

Each proposal should include the following sections:

**1. Title Page (Not Included in Page Count)**

* Product Name
* Team Name, Members, and respective departments
* Contact Information (Email addresses)

**2. Introduction** (approx. 100 words)

* Provide a brief overview of your product concept.
* Explain the problem your product aims to solve or the gap it fills in the market.

**3. Product Description & Innovation** (approx. 100 words)

* Provide an overview of the key ingredients, formulation, and intended use of the product.
* Explain the innovative aspect of your product (i.e., through nutrition, techniques, sustainability, or market appeal).
* Highlight the product’s alignment with industry trends.

**4. Target Market** (approx. 100 words)

* Identify the target audience for the product (age group, demographics, dietary preferences, etc.).
* Discuss the product's potential appeal to consumers, including taste, convenience, health benefits, and cultural relevance.

**5. Budget & Resource Allocation (Not included in page count and word count —separate Excel sheet)**

* Provide an estimated budget for product development, including ingredients, packaging, research, and testing costs.
* List any anticipated sponsorships, funding sources, or industry partnerships.

**6. Production Facilities** (approx. 100 words)

* List the potential university facilities and laboratories you would need to use to produce your product (Ellis Building kitchen, Richardson Centre kitchen, Human Ecology kitchen, dairy plant, etc.).

**7. Conclusion & Future Goals** (approx. 100 words)

* Summarize the key aspects of your proposal and reinforce the uniqueness of your product.
* Outline the health benefits that distinguish your product.
* Indicate how your team plans to further develop the product beyond the competition.

**Formatting Guidelines**

* **Length:** Maximum of two pages (excluding the title page and budget in the Excel sheet).
* **Font & Spacing:** Use a standard font (Arial or Times New Roman, size 12) with 1.5 line spacing.
* **Headings:** Clearly structure the document with headings and subheadings.
* **Clarity & Conciseness:** Keep sentences concise and ensure logical flow throughout the proposal.
* **Proofreading:** Ensure accuracy in grammar, spelling, and formatting before submission.
* **Word count**: Word count is approximately 100 words for all the sections. You may exceed the word count slightly, but please ensure your proposal remains within two pages.