4/28/21

**AAPT IT Project Proposal Form**

The completed form should be submitted with the AAPT Proposal Guidelines information if the project is to be part of a grant-funded effort. Otherwise, please submit the form to the AAPT Information and Communications Technology Team (rhilborn@aapt.org) for consideration. Please allow at least two weeks for ICTT to consider the request.

Questions about the form should be directed to the ICTT facilitator (rhilborn@aapt.org).

## Project Name

Enter the name of the project.

## Contact Person and Contact Information

Enter the name of the primary contact person and that person’s contact information.

## Project Description

Enter a description of the IT project and its features.

## Proposed Timeline and Schedule for the Project

Enter a brief timeline and desired completion date for the Project. Please describe how the project will be sunset or sustained after the completion date.

## Strategic Fit

How does this IT project align with AAPT’s current mission and purpose, strategic plan or core values?

## Member Needs

Which primary member (or customer) audience does this project serve?
What member (customer) need does this project address?

## Market Context

Describe possible competing IT projects within or outside AAPT?

What market niche does the proposed project fill?

Are there already available IT resources that could be used for the project (e.g. existing web sites)?

## Resource Feasibility

Does AAPT currently have staff with the skills needed to create and maintain the project?

Do those staff have the bandwidth to take on this project?
Will outside contractors be needed to create and maintain the project? Temporary or ongoing?
Does AAPT have the existing technology to run the project?

What is the anticipated level of effort needed to launch and then to maintain the project if it is not to be sunset after the completion date specified in *D*. above?

## Ownership

Is the ownership of the IT project content and processes clearly defined?

Are there royalties or revenue shares to be paid to or received from third parties?
If the project is a joint effort with other organizations, what are the contract terms and responsibilities for AAPT?
Will AAPT own the copyright to the assets involved with the IT project?

## Financial Impact

### Expenses

What is the one-time start-up cost to create the project?
What are ongoing costs for the IT project?

### Revenue

What is the expected revenue, including external support, from the IT project in year 1 of the project?
What is the ongoing expected annual revenue?

When is the breakeven point?
What is the long-term expected net revenue (revenue minus direct costs of staff time including overhead and indirect costs)?