

****Business Proposal Pyramid Structure Template****

1. **Executive Summary**

- Brief overview of the proposal
- Key objectives and goals
- Summary of the recommended solutions

2. **Introduction**

- Background information
- Purpose of the proposal
- Importance to the stakeholders

3. **Problem Statement**

- Description of the issue or opportunity
- Implications of not addressing the problem
- Evidence supporting the need for change

4. **Proposed Solution**

- Detailed description of the solution
- How the solution addresses the problem
- Innovations or unique approaches

5. **Implementation Plan**

- Steps to implement the proposed solution
- Timeline for each phase
- Roles and responsibilities

6. **Financial Implications**

- Budget overview
- Expected costs and funding sources
- Return on investment analysis

7. **Benefits and Impact**

- Expected outcomes and advantages
- Impact on stakeholders and the organization
- Long-term benefits

8. **Conclusion**

- Recap of the proposal
- Call to action for the stakeholders
- Next steps

9. **Appendices**

- Supporting documents
- Additional data or research
- References and citations