

Project Profile

What is a project?

By project, we understand a temporary effort that generates a unique result. A project starts with an idea and ends with the delivery of a specific result.



An idea for a project initiative should answer, at least, three basic questions:

What I want to do? Why am I going to do it? How am I going to do it?



Name of Project:

STEP 1: Identify the "problem", "concern" or "opportunity" to be attended by the project The project solves or helps to solve

Guiding questions:

What is the problem or situation to be attended? What is the opportunity to be seized? What is the motivation to generate the project initiative?

STEP 2: Define what the project is expected to achieve

Build a short description of the project expected results.

Briefly describe how the project will contribute to solving the problem or opportunity we identify.

STEP 3: Establish project objectives (one general objective and a few specific objectives). The wording of the general and specific objectives must answer the questions: WHAT IS TO BE DONE OR ACHIEVED? and FOR WHAT ARE WE DOING THIS?

GENERAL OBJECTIVE

It is the reason for the existence of the project. The project is completed when the overall objective is reached.

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SPECIFIC OBJECTIVES: These are the smaller objectives that, when all have been achieved, allow us to achieve the general objective. They are the "parts of the whole" that we have identified and that are necessary/sufficient to achieve the general objective.

STEP 4: Tasks. What are the tasks I need to complete in order to achieve each specific objective

Specific Objective	Task	Financial Resources	Natural Resources

STEP 5: Resources and time needed. What are the resources needed to accomplish each of the tasks (financial resources, natural resources, people, alliances, other resources). What is the approximate duration of each task? Do some tasks go in sequence (one after another) or they can go simultaneously?

People involved	Alliances	Other resources	Duration or time limit	Deliverable

These 5 steps lead us to have a clearer picture of our PROJECT PROFILE. They help us to structure our thoughts around our idea for a project. In order to, later on, decide whether it seems possible to materialize the project, other steps may be needed such as: technical studies, legal studies, financial studies, market studies, among others.