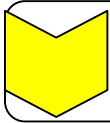


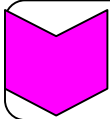
## PROJECT EVALUATION



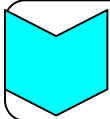
DESCRIBE the project



FEATURES – distinctive attributes



BENEFITS – value added by the features, by accomplishment



WHY? – what is the motivation?



CORE VALUE STATEMENT – Mission, Unique Selling Proposition



COMPARE – how well does it fit your core value statement?  
High – Medium - Low



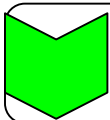
RESOURCES – what is needed to accomplish this?



ROI – Return on Investment – do benefits outweigh costs?



PROCEED – Plan action steps



VISUALIZE – images, slogan or tagline to inspire