propose a clear and comprehensive plan for implementing and managing the concept from inception to completion. Although the details of your plan will necessarily depend upon your concept, at a minimum your plan should consider:

Physical and technological resources needed for the concept, including where these will come from and how they will be used to reduce cost or improve operations. Be sure to discuss why one resource option is better than another where appropriate.

A detailed implementation schedule covering what needs to be done, by when, and by whom. The schedule should identify the critical path to success and outline the dependencies between tasks.

Project review processes and indicators of success to ensure that the project stays on target.

An explanation of how intrapreneurship or entrepreneurship factors in to the implementation of the plan and how to protect intangible assets, such as intellectual property or brand.