1.WHAT
Tell us concisely what your project is about

2.WHY
Tell us who you are, what you're about and why you are here

3.YOUR STORY
Set the scene/introduce your project

4.WHO IS IT FOR
Who will benefit from your project?

5.NEEDS
What do you need and why (what money and resources etc)?

6.HOW
What will you use the SEED funding for?

7.IMPACT
What will you measure/capture to evaluate and celebrate your project?

8.HOPES
What are your hopes, big term goals and aims for the future?

9.CALL TO ACTION
End with reminding us of your WHY and what you need