

# WORKSHEET: MAPPING YOUR MODERNIZATION PROJECT



Pitching and sustaining a modernization project is no small feat. To help you effectively sell the benefits of your project, we've adapted this slide deck that federal agencies are using to request seed money for modernization projects. The template contains suggestions for what you could include, but what you decide to cover and in what order is up to you.

## PROJECT NAME

*One-sentence elevator pitch description of your project*

---

## THE PROBLEM

*Tell (and show) your story. Be as narrative as possible.*

What problem are you trying to solve? How is this problem related to the mission of your agency? Include project or product history that is relevant, data that demonstrates the scope of the problem, and/or images, including legacy product images, that help explain the problem.

---

## THE SOLUTION

*Focus on outcomes. If this project is successful, what will change?*

How do you plan to address the problem? Why did you choose this solution? Why is this a good idea? Why is now the right time for it?

---

## RISKS

*A thoughtful, detailed list of potential risks and how to address them is considered a positive, not a negative, when determining whether or not to fund a project. (A helpful list of types of project risk.)*

What risks do you foresee to this project? What could fail and why? How might you address these risks? What is the risk to the government? If we don't fund this project, what happens?

---

## SPECIAL SAUCE

*What's unique about this project that makes it an especially appealing option for the government to pursue?*

If your project has elements that are interesting or unusual that make this project particularly notable, share them here. Examples include but are not limited to: aspects of your business model, implementation approach, procurement approach, opportunity for agency reuse, or opportunity for the vendor community.