

# ifundIT Project Submission Checklist

This checklist should help you assemble the pieces you need to tell a compelling story – if you can check off these items before you finalize your project and publish it in ifundIT, you're in good shape!

- **Describe your users and what problems you'll be addressing.**  
Clearly identifying who your project is for will make it easier to attract interested investors to support you.
- **Give a brief statement about your solution.**  
Try to sum up the most important parts of your idea into an “elevator pitch,” no more than a few sentences long.
- **Provide a description of the user's new experience—and how your idea will make it a reality.**  
Make sure you explain why your solution will help the user, including the specific benefits it will deliver.
- **Describe why and how your solution will provide business value to your organization.**  
Replacing the broken coffee machine in your office kitchen is probably a good idea, but it's not something that will benefit your organization as a whole. Also make sure to follow any specific requirements your organization has set up for the campaign.
- **Make or find an interesting image to upload into ifundIT.**  
This image will represent your project to all investors, so make sure it's eye-catching!
- **Include a video to help tell your story and incorporate whatever you think will capture investors' attention.**  
A video isn't required, but it's definitely a great addition to help your project stand out!