

Proposal File

✓ This file is where you provide a detailed description of the collaborative business between you and NTT DATA.

File format:

- 10 pages or less / Must be a PDF file
- English or Japanese

The proposed business will be evaluated on the following points:

- Synergy with NTT DATA
- Business plan: novelty, feasibility, competitive advantage, social impact
- Size of business: user needs, market size, growth potential

✓ Suggested contents (Red: key information)

- Overview of your company and team, including:
 - **Track record**
 - List of your competitors
- Description of the proposed business
 - Overview
 - **Business concept diagram**
 - **Flow of money and services between all stakeholders and customers**
 - **Key differentiators, unique selling points and what makes you the unique, invaluable partner in the proposed business**
 - Market size and growth potential