**Strategy Projects At Nanyang (SPAN) – Project Brief & Sponsor Contact**

Your responses to the following questions will help us to arrive at a clearer understanding of how we may be able to collaborate:

1. What is the key opportunity or challenge that you would like the SPAN team to address from November 2019 to February 2020?
2. To allow the SPAN team to appreciate the context and expectations a bit more, can you provide some background as to how this particular requirement came about?
3. Which division, department or stakeholder will be involved with this project?
4. What knowledge, information, research material or contacts will be made available to the SPAN team for the duration of the project?
5. Which country do you want the team to study? If there is more than one, please list in order of priority.
6. Which product or service do you want the team to focus on? If there is more than one, please list in order of priority.
7. Which industry sector, market segment or organization do you want the team to analyse? If there is more than one, please list in order of priority.
8. How will you and your organization use the findings, conclusions and recommendations from the final presentation?
9. Who is the main contact person for the SPAN team, and what are his or her contact details for the duration of this project?