



GO / NO GO PROJECT INFORMATION CHECKLIST

Date: _____
GO: _____
NO GO: _____

Project name	
Owner	
Location	
Our company champion	
CLIENT INFORMATION	
Is this an existing client? If no, does the client know us?	
Client decision maker	
Client experience in project type	
Client reputation for quality projects	
Is contract fair? Will client negotiate contract terms and conditions?	
Client history of litigation	
Is there future work from this client?	
PROJECT INFORMATION	
Scope	
Size	
Funding source/status	
Budget (project, construction cost)	
Construction Method	
Schedule for selection	
Schedule for completion	
History behind project	
Source of lead	

OTHER PROJECT CRITERIA	
List the design services included	
Design association justified?	
If yes, who is the lead firm? Why?	
Are outside consultants required?	
Consultant's strategic advantage?	
Is SBE/MBE a factor?	
What is the decision-making process?	
Who are the key decision-makers?	
DEVELOPING OUR WIN STRATEGY	
Our most important message	
Who is the competition?	
How can we distinguish ourselves from the competition?	
What resources/connections do we have to help us get selected?	
Does this project contribute to the mission of the firm?	
Are our team's capabilities/experience well matched to the client's needs/expectations?	
Do we have the appropriate staff available for the project?	
What is the fee/profitability potential?	
What is the realistic probability of winning the project (%)?	
Other criteria?	
MARKETING BUDGET	
Marketing labor	
Technical labor	
Expenses	
Total	