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SAMPLE PRODUCT PROPOSAL:
PRESENTATION GRAPHICS FOR OVERHEAD PROJECTION

- I. Target Market: People who make presentations to others: managers, professionals, knowledgeworkers, salespeople ...
- people likely to justify PCs for multiple purposes
 - this purpose not served by word processors or spreadsheets
- A. In small companies, sales presentations to customers
- B. In large companies, project presentations to peers/superiors
- both cases put a dollar value on effective communication
 - individuals' business success hinges on presentation
- II. Market Size
- In 1982: Business presentations was \$3.5 billion industry..
- 520 million original 35mm slides
 - 380 million overhead transparencies
- Computers could generate 60% [Hope Reports, courtesy DRI]
(Percentage rises over time, as graphics devices get better, and percentage of overheads is likely close to 100%)
- Market may be concentrated in some Fortune 500 companies, e.g.:
- Intel for sales presentations
 - Northern Telecom for internal presentations
- can sell directly/refer dealers to local offices of such targets.
- III. Product Concept: Personal Presentation Management
- Create slide presentations
 - Create talking papers
 - Create handouts
 - all from one master data file
- Outline aids for structuring/writing/reviewing *presentations*
 - Slides with border, logo, identification, sequence
 - Slides with high-quality typeset text, multi styles and sizes
 - Slides with diagrams, drawings, sketches, maps, org charts, ...
 - Slides with tables entered as spreadsheets
 - Slides with business chart graphics (from table entry)
- display on PC screen, print on different-quality devices
 - produce printing-industry quality as one option
- communicate high-quality slides via electronic mail, can be used at far end with any output device (video to typeset)
- [for high-volume users:]
 - Files of presentation/talking paper/handout for retrieval
 - Re-use parts of previous presentations
 - Create new sequences of old slides (new date, label, sequence)

- Standard templates for corporate graphic standards
- Standard templates for presentation structure standards
- Convert from/to IBM SNA document formats (DIA/DCA)
- Special facilities such as coordination of two projectors

IV. User Benefits

- Improves effectiveness of presentation content
- Improves clarity of complex material
- Reduces time to prepare presentations (dramatically)
- Facilitates *correct* last-minute changes and revisions
- Allows compliance with company presentation standards
- Provides communication of high-quality presentations
- Reduces cost of presentations (dramatically)
- Allows the content-originator to control the presentation*

V. Technology Trends

- WYSIWYG required for sensible layout (better than PC graphics)
- Low cost printers (thermal transfer \$500, laser \$3000)=>originals
- Thermal transfer and ink-jet make slides (as do copiers)
- Color graphics plus color ink-jet for color

VI. Match to Forethought Foundation Technology:

- Content-originator can improve result by controlling presentation (no artists, no services, no clerical intervention, time is of the essence)
- Requires typeset text, paragraphs, lists
- Requires graphics for diagrams and drawings
- Requires business charts from tables (scaling to multiple sizes required)
- Requires simple spreadsheets (calculation in tables)
- Requires file cabinet of presentations and elements
- Would like link to mainframe databases for corporate data
- Would like simple link to 1-2-3
- (Ditto for project planners, word processors ...)

VII. Joint Ventures with Large Manufacturers:

- 3M very large player, in hardware (esp. compact models for portable sales presentations) and in media
- Others include Bell & Howell, Charles Besseler, Elmo, Telex, ...