SAMPLE PRODUCT PROPOSAL:
PRESENTATION GRAPHICS FOR OVERHEAD PROJECTION

I. Target Market: People who make presentations to others: managers, professionals, knowledge workers, sales people ...
   — 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...
   — 202 million original 35mm slides
   — 380 million overhead transparencies
   Computers could generate 60% slide 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 Concepts: 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 (GIA/OCA)
— 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) or 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 spread sheets (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, ...