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)
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, ...