**Proposal Assignment**

**Summer 2020**

Your final team assignment is the proposal. **There will be two components to this assignment—a presentation and a written portion.**

The proposal is a request for funding to create a new product or service, improve an existing product or service, or carry out research for either. Examples of past student proposals include a wheelchair umbrella/sun shade, repurposed pre-fab housing, improved fire detection systems, an improved version of Craig’s List, a distribution system for excess food, and better health tracking devices. If you are working on a product for another class, feel free to use that as your subject, but remember the presentation and written portion need to be addressed to a non-technical audience.

You may refer to sites such as kickstarter.com, coolthings.com, or other sites that discuss new concepts or inventions awaiting patents. HOWEVER, make sure you do not plagiarize the material. In other words, think of yourselves as consultants to help launch the product. Although text and images are available for these products, edit the text to appeal to an audience you identify and cite the images and text you use.

**Presentation Portion**

The presentation portion of your proposal should include a sales pitch introducing the product. The remainder of the presentation can be a progress report, a feasibility discussion, or an info-session on either the product as a whole or on different aspects of the product. Presentations should be about 12 minutes long. We will have a practice session and a final session for the presentations (more details to follow).

Here is the schedule for the proposal assignment:

* **Tuesday, June 23** – meet with proposal teams and instructor to review sets of instructions assignment and to discuss the proposal
* **Wednesday, June 24** – meet with teams to discuss possible proposal topics
* **Thursday, June 25** – meet with instructor and teams to discuss the sales pitch and possible proposal topics
* **Tuesday, June 30** – practice proposal presentation session with instructor and team
* **Wednesday, July 1** – work with teams on final proposal presentation and review written portion with instructor
* **Thursday, July 2** – final proposal presentations and last class session

**During practice sessions, presentations should include all graphics and content. I will provide immediate feedback to be incorporated in the final presentation (e.g., visuals, clarity, organization).**

**The written portion of your proposal should include the following elements:**

**Front Matter**

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| * Letter of Transmittal—address it to me; you may decide which organization I represent (this introduces your team and briefly describes your product, service, improvement, research or feasibility study in one or two paragraphs) | (½ to 1 page) |
| * Cover Page—should include your team’s names and the date | (1 page) |
| * Executive or Project Summary (a non-technical discussion of the project you're proposing—what it is, why we need it, how it surpasses existing products, and specific details about the product you feel need to be included) | (1 ½  to 2 pages) |

**Management Section**

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| * Your resumes | (1 page per team member) |
| * Qualifications of participants (discuss why you and your partner(s) are qualified to carry out the proposed work) | 1 page (1 paragraph per team member) |

**Appendices**

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| * Supporting Details—this section should be treated as a reference section where you list outside sources |  |
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