



BLG374E

Technical Communications for Engineers

Week 5: Writing Proposals

Lecture Contents:

Characteristics of proposal writing.

Kinds of proposals.

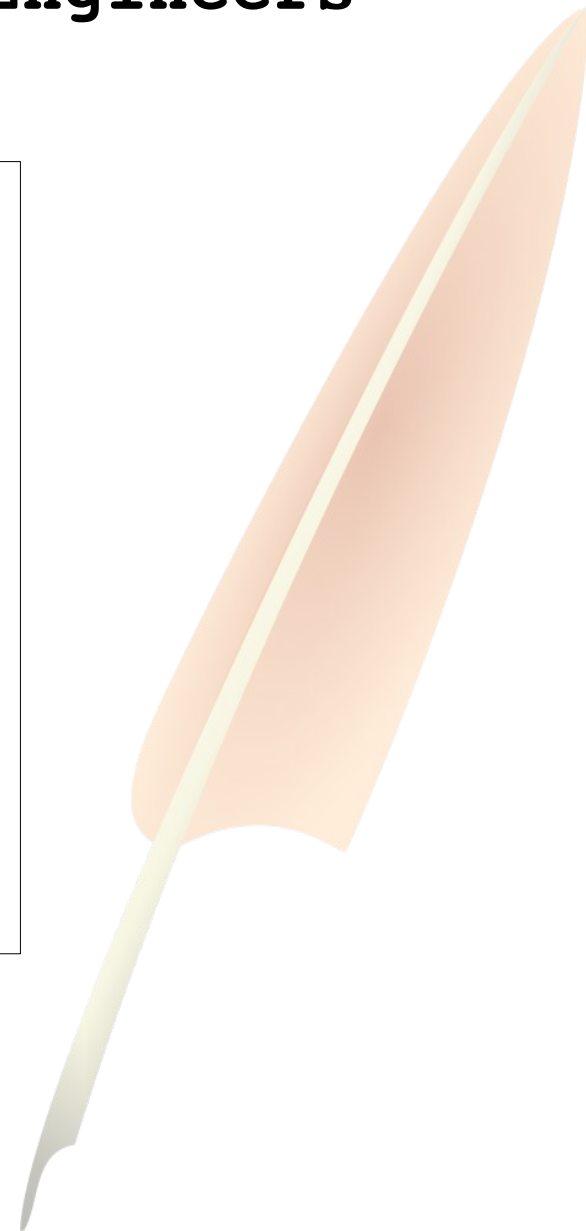
Format of proposals.

Layout:

- Introduction.
- Background.
- Proposal summary.
- Outcome.
- Value (promotion).
- Methods.
- Schedule and cost.

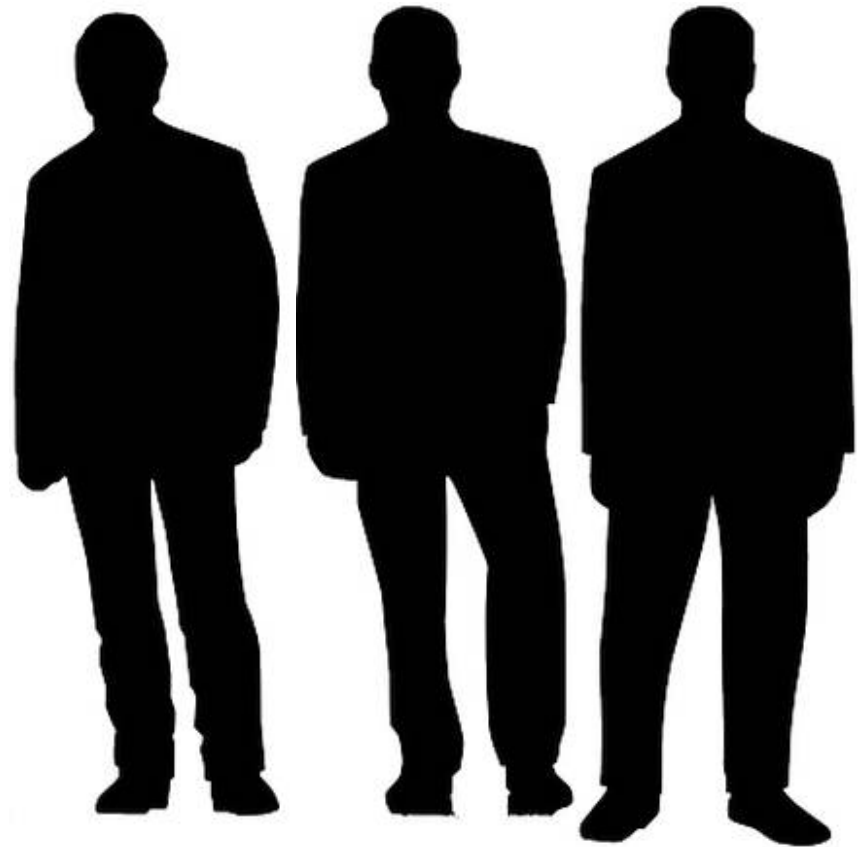
Other considerations.

Lecturer:	Damien Jade Duff
Email:	djduff@itu.edu.tr
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Office Hour:	1.30pm-5pm
Schedule:	http://djduff.net/my-schedule
Assistant:	Selda Uyanık
Course web:	Ninova
Slides:	Damien Duff



Characteristics of proposal writing

- Persuasive.
 - Get the proposal accepted.
- Competitive.
 - "Why THIS proposal?"
- Outcomes important:
 - "What will we get from it?"
- Costs important:
 - "How long will it take?"
- Qualifications important.
 - "Can they do this?"
- Research important:
 - "Is it desirable? Do they know what they're doing?"



"What can you do for us?"



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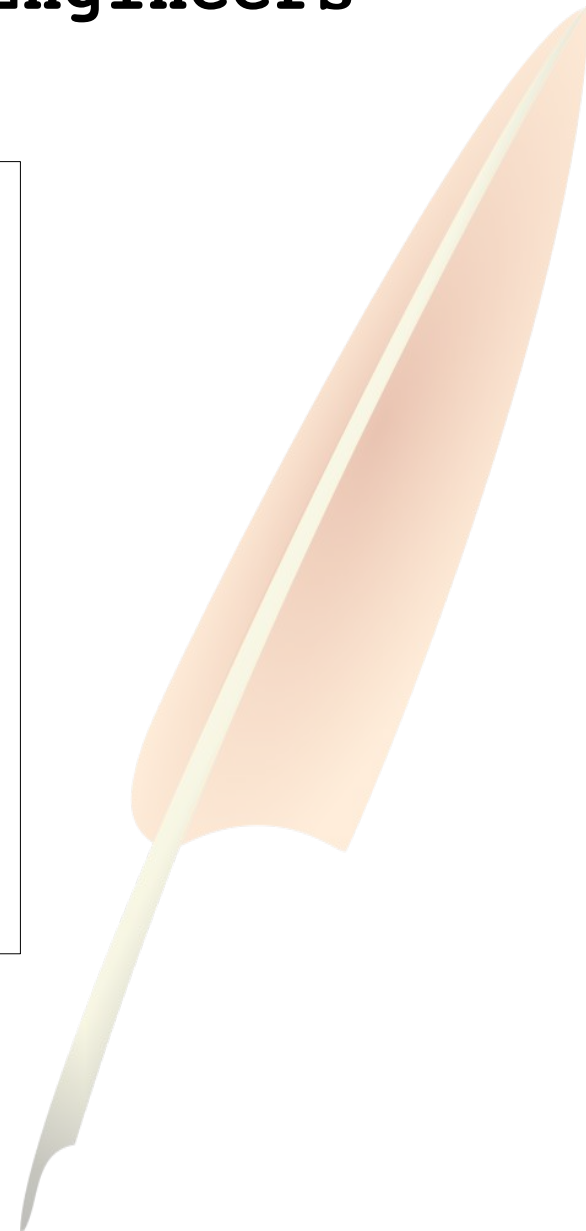
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Kinds of proposals

- Target:
 - Institutions (service implementation, research funding, etc.).
 - Businesses (e.g. sales proposals, infrastructure improvement proposals, product development proposals).
 - Individuals (e.g. targeted fund-raising).
- Context:
 - Solicited. E.g. calls for proposals.
 - Informally solicited. E.g. follow-up.
 - Unsolicited. E.g. targeted marketing.





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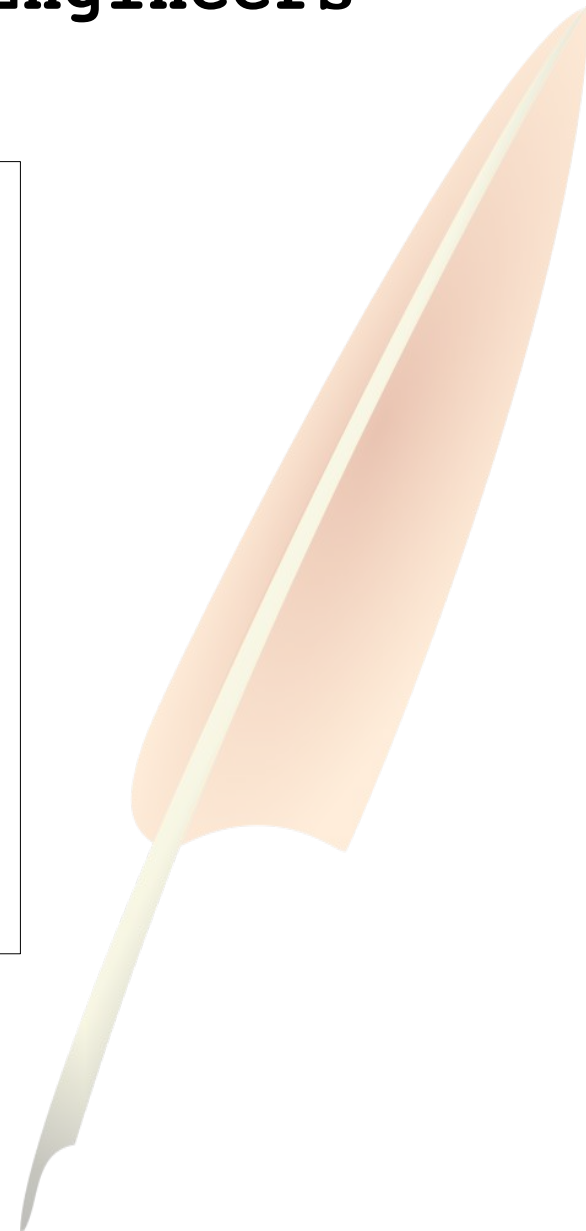
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Different proposal formats

- Full report.
 - e.g. responses to formal proposals.
- Email.
 - e.g. within companies.
- Formal letter.
 - e.g. between companies.



Void Solutions
Arı Teknokent
İTÜ Ayazağa
İstanbul 34469

Barak Obama
White House
Washington DC
United States

9 March 2014

Subject: Missile technology

Dear Mr President,

To follow-up on our in-person
like to reiterate our intention
with sophisticated technology

The product

We are selling a missile that
individual companies



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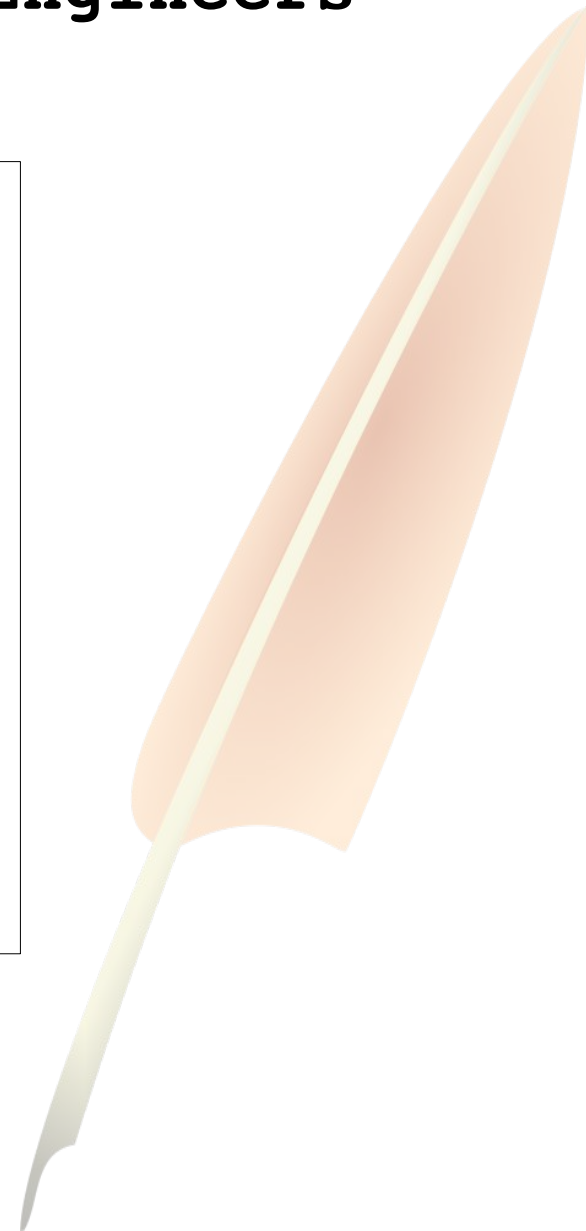
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Typical sections of a proposal: Introduction

- **Introduction.**

- Reiterate proposal context .
 - *Within the scope of call H2020-ICT-2014-1,*
 - *As per preliminary discussions between FlexIT representatives and our marketing department,....*
- State the purpose.
 - *We aim to apply autonomous mobile manipulators to three common warehousing problems.*
 - *We wish to supply your company with our custom ERP suite targeted at veterinarian supplies.*
- Summarise the sections to follow.
 - *The following proposal outlines the state-of-the-art in mobile robotics then evaluates the major problems...*
 - *The remainder of this proposal outlines our solution in light of your specific needs as a veterinarian supplies...*

"So what's all this about then?"

Typical sections of a proposal: Introduction

Exercise:

- You wish to conduct a usability study of two open-source video editing tools, *kdenlive* and *ffmpeg* and are proposing the study to a funding institution.
- Brainstorm an introduction to this proposal (bullet points).

Typical introduction contents:

- Context.
- Purpose.
- Outline.

"So what's all this about then?"

Typical sections of a proposal: Background

- **Background.**

- Give problem statement (could be in introduction).
 - *Mobile manipulators are not yet robust enough to be used for dynamic package fulfilment."*
 - *You are losing sales through your manual order placement process.*
- More details may be necessary.
 - E.g. literature review, evidence for problem, analysis of current situation.

"So how do you see things in this area?"

Typical sections of a proposal: Background

Exercise:

- You wish to conduct a usability study of two open-source video editing tools, *kdenlive* and *ffmpeg* and are proposing the study to a funding institution.
- Brainstorm a background section for this proposal.

Typical background contents:
- Problem statement.
- Details.

"So how do you see things in this area?"

Typical sections of a proposal: Proposal summary

- Proposal summary.
 - In brief, what you will do.
 - *Using the Neobotix+Schunk MM500 mobile manipulator we will integrate off-the-shelf components for solving five...*
 - *Using the Django web services framework and back-end XML RPC integration with...*
 - Scope.
 - *This is primarily an integration study aimed at obtaining a prototype.*
 - *Requests for further AJAX user interface improvements, legacy data-imports, synchronous integration, are invited as a part of an ongoing...*

"So what are you going to do then?"

Typical sections of a proposal: Proposal summary

Exercise:

- You wish to conduct a usability study of two open-source video editing tools, *kdenlive* and *ffmpeg* and are proposing the study to a funding institution.
- Brainstorm a proposal summary for this proposal.

Typical proposal summary:

- What you will do.
- What you will not do.

"So what are you going to do then?"

Typical sections of a proposal: Outcomes/product

- **Outcomes/product.**

- Details about the result of the project.
 - *Concrete outcomes fall into the areas of prototype, publication output, outreach, and infrastructure.*
 - *Data-flow and networking diagrams illustrate the proposed system as integrated with your existing systems.*

"But what do we get?"

Typical sections of a proposal: Outcomes/product

Exercise:

- You wish to conduct a usability study of two open-source video editing tools, *kdenlive* and *ffmpeg* and are proposing the study to a funding institution.
- Brainstorm the outcomes for this proposal.

"But what do we get?"

Typical sections of a proposal: Value.

- Value of project.
 - Why the project is necessary.
 - *Fully unmanned warehouses is a viable and valuable goal and also a stepping-stone for robot technology...*
 - *With our B2B solution you can expect an immediate lift in order retention of 40%, increased customer satisfaction...*

"Do we really need that?"

Typical sections of a proposal: Value

Exercise:

- You wish to conduct a usability study of two open-source video editing tools, *kdenlive* and *ffmpeg* and are proposing the study to a funding institution.
- Brainstorm a the value of accepting this proposal.

"But what do we get?"

Typical sections of a proposal: Methods

- How project will be done.
 - Theory.
 - *We proceed using a hybrid model incorporating component-based and affordance-based distinctions.*
 - Process.
 - *...the fusion algorithm will be that described by Pitt & Shephard (1999)...*
 - *...a preliminary analysis of the existing data-store structure will be followed by an interface mock-up...*
 - Monitoring/evaluation.
 - *...continuous integration will be performed on two prototypes using the basic transport task...*
 - *...status on each of 12 work packages will be reported on weekly...*

"And how exactly are you going to do this?"

Typical sections of a proposal: Methods

Exercise:

- You wish to conduct a usability study of two open-source video editing tools, *kdenlive* and *ffmpeg* and are proposing the study to a funding institution.
- Brainstorm a methods section outline for this proposal.

Typical methods contents:

- Theory.
- Process.
- Evaluation/monitoring.

"And how exactly are you going to do this?"

Typical sections of a proposal: Schedule & costs.

- Could be in methods section.
- Consider Gantt charts.

Man-hours can be a consideration.

- Break up by (parallel) work packages / deliverables.
 - *Month 5 WP1: Recognition on target objects.*
 - *Month 5 WP2: Grasp planning in simulation.*
- Build expense sheets.

"What can we expect to see when?"

Typical sections of a proposal: Conclusion

- Reiterate purpose.
- Reiterate benefits.
- Procedural wrap-up.
 - *Questions should be addressed to your case manager, Terry Turgutlu.*

"Remind me what we were talking about?"



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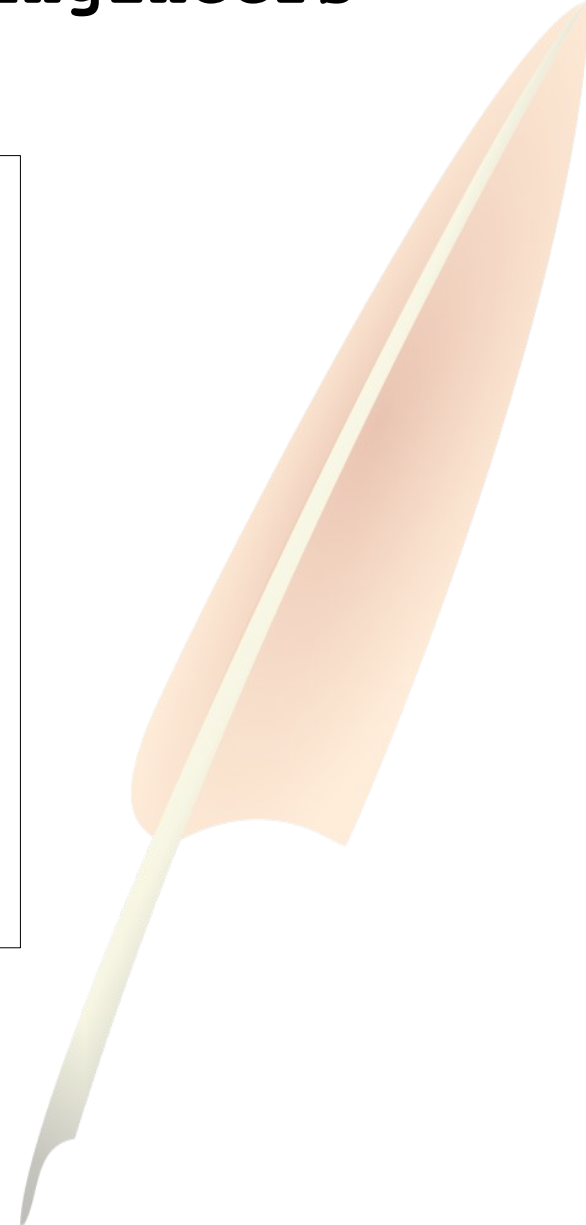
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Proposals: further considerations

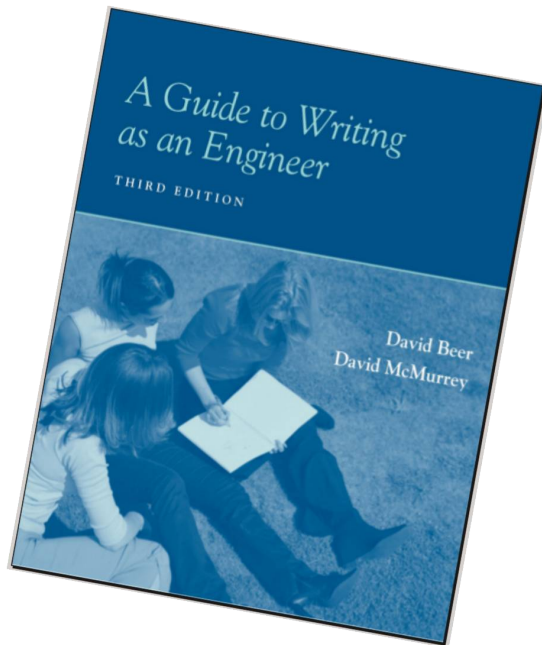
It's all about the client.

- Talk to the client!
 - They know what they want / don't know.
- Build around their core goals.
- Research!
 - (study any RFP carefully).
- Be flexible about structure.

Proposal-writing is expensive.

- Concentrate your efforts (like CVs).
- Proof-read! Carefully!

Reading



Beer & McMurrey
Chapter 5 – Section
"Proposals" (p.107).

Also, try the
internet:

- http://www.captureplanning.com/!hc_how_to_write_a_proposal.cfm



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