



Prop. Pres.

D.J. Broderick

Proposal Presentations

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Proposal Presentations

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- More detail than an elevator pitch
- Should still generate interest in your future work
- Typically focused on the investor/professor audience
- Enough technical details to convince audience that the work is feasible
- Just like with the elevator pitch: Practice, practice, practice.



One Possible Outline

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- 1 Abstract/Executive Summary
- 2 Statement of Need
- 3 Project Description
- 4 Organization Information
- 5 Budget
- 6 Schedule
- 7 Conclusion

http://foundationcenter.org/getstarted/tutorials/shortcourse/prop1_print



Abstract/Executive Summary

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This is where you make the reader **want** to read the rest of the proposal. Briefly include:

- An introduction to the problem
- A description of the solution
- How will it cost to develop?
- How long will it take to develop?
- How much will it cost to produce?

Get the information out in a complete but concise manner. Details will be given later in your presentation.



Statement of Need

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Your statement of relevance is a good place to start. Your goals here include:

- Support the fact the your problem is relevant with facts/figures
- Give the listener hope by focusing on the how your solution will fix the problem
- Describe how your solution differs from other available solutions

The absence of your solution is not an acceptable problem!



Project Description

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Includes the following sections:

- 1 **Objectives:** What are you building/designing to address the problem? What features do you expect to include?
- 2 **Methods:** How will you solve the problem? What techniques/equipment/devices are necessary? What “hurdles” do you foresee?
- 3 **Evaluation:** How will you know your solution is effective? How will the solutions to the “hurdles” be evaluated?



Organization Information

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Convince the listener that your team is the right one to perform the proposed work. Include:

- Who is on your team
- Include any personal background pertinent to the work you are proposing
- Clearly define the division of labor among team members



Budget/Schedule

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Budget: Include both development and product cost. A clear, readable table is effective for this.

Schedule: List milestones that you will follow and how you define the success of each.



Conclusion

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Summarize what you have already said:

- A sentence or two about the problem
- A sentence or two about your solution
- Summarize the costs
- Summarize the schedule milestones



General Presentation Advice

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- Cite all facts/figures that are not yours
- Include graphics where they help support your proposal
- Spell check your slides
- Consider font size/colors when making slides
- Dress the part
- Don't read your slides
- Speak clearly while looking at the audience
- Remember the narrative of your proposal