

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
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- 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)
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- display on PC screen, print on different-quality devices
 - produce printing-industry quality as one option¹
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- communicate high-quality slides via electronic mail, can
 be used at far end with any output device (video to typeset)
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- [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 (DIA/DCA)
- 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)=>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, ...

CERTIFICATE OF MERIT

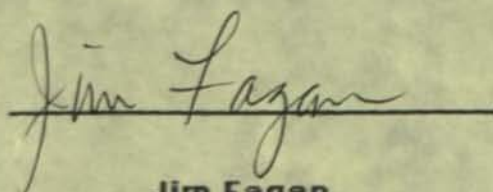
MACWARE HOME TEAM

COMDEX
FALL 1984

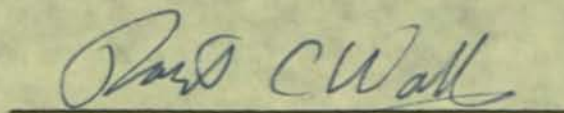
PRESENTED TO

Dennis Austin

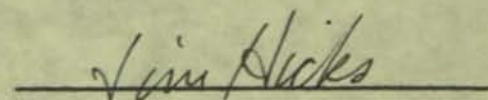




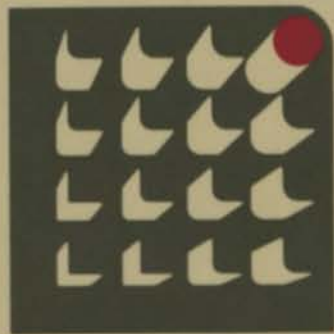
Jim Fagan
Regional Manager



Robert Woll
U.P. of Sales



Jim Hicks
Regional Manager



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