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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 option \
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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, ...