
Proposal Abstract in Response to Solicitation HTDV _____

TITLE

One-line synopsis

Submitted to:

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Submitted by:

Point of Contact

Principal Investigator

Proposed period of performance: 12 months
Intended Product or Result:

Proposed cost: \$XXX

PROPRIETARY INFORMATION

DOD (FAR 52.215-1)

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TITLE

A. Problem Statement

WHAT IS THE PROBLEM IN NON-TECHNICAL TERMS. IN OTHER WORDS, WHAT CAN WE NOT DO TODAY BECAUSE WE DO NOT HAVE YOUR TECHNOLOGY? DISCUSS THE CAPABILITY GAPS. WHAT IS YOUR COMPANY GOING TO DO ABOUT IT?

B. Product

WHAT ARE YOU BUILDING? WHAT HAS BEEN DONE SO FAR? ANSWER IN NON-TECHNICAL TERMS.

C. Process

C.1 Technical Approach

HOW WILL WE ACHIEVE OUR GOALS? WHAT ARE THE MAIN POINTS? HOW WILL WE TEST THIS?

C.2 Work Breakdown Structure and Key Milestones

WHEN WILL WE ACHIEVE OUR GOALS? HOW WILL WE KNOW? HOW WILL THEY BE MEASURED?

Figure 3. Schedule and milestones

Appendix C, the Product Development Plan, provides further elaboration on our approach and methods for this phase of the project and beyond, all the way to final product launch.

C.3 Key personnel

WHY ARE YOU QUALIFIED TO DO THE JOB?

Appendix A, Corporate Background, provides further detail on our background and plans.

D. Importance

WHO CARES? CAN WE PROVE IT? HOW MUCH WILL IT COST?

E. Price

HOW MUCH WILL IT COST? IN TOTAL? THIS PHASE? WHERE WILL THE REST OF THE FUNDING COME FROM?

Appendix B, Business development plans, provides further detail on current and future efforts to grow our business.

Figure 4. Rough order of magnitude costs.

Appendix A: corporate background

Company was founded in XX. Since its inception, many of the key elements required to create a solid base for growth have been executed, including

- *Provide examples of how the business is structured to execute all aspects of a small business, such as*
- *Legal*
- *Accounting*
- *Finance*
- *Operations*
- *Engineering*
- *Security*
- *Etc.*

Company is well-positioned to compete in the XX market.

Describe, in one paragraph or less, what makes Company different – define the value proposition.

Company's business model is structured to be XX.

Describe, in one paragraph or less, what the company business model is. Are you a small business consulting firm, a small business manufacturing company? Each model is unique, and each has its pros and cons. You need to demonstrate that you understand what you want to be "when you grow up."

Appendix B: Company business development progress to date

Since XX, Company has spent the time developing the necessary framework to be a successful small business, refining the business focus, developing the concepts, and nurturing relationships with key customers.

In addition to the HTDV effort, we have engaged with the following customers to grow our business:

- *Customer X: Organization, name, contact information. Briefly describe proposed work. What is your win percentage? How do you know? When will this happen? How much will you get?*

Growth plans, 2009 – 2010

For 2009, our growth targets are

- *Number of employees*
- *Total revenue*
- *Net profit margin*
- *Capital growth*
- *Number of patents*
- *Working capital base*
- *Etc*

To demonstrate measurability, for 2008, our growth targets versus actual performance are

- *Number of employees*
- *Total revenue*
- *Net profit margin*
- *Capital growth*
- *Number of patents*
- *Working capital base*
- *Etc*

Appendix C: Product Development Plan

The XX product development began in XX. If awarded, this HTDV project will complete the following milestones:

XX

Within Appendix C, we now proceed to describe the product development plan, and how the HTDV project fits within this plan.

1.0 Project kickoff / preliminary design review

2.0 Detailed design

3.0 Lab Testing

4.0 Field testing

5.0 Program Management

Research and development programs are by definition, risky, since the outcome is unknown. Therefore, to maximize the benefits from any research and development program, it is critical to properly plan, execute, and close a program. It is with this in mind that Company structures all of its research and development programs.

How will you manage this program?

Will you be using the earned value system? How will you implement the earned value system?

How will you manage risk?

6.0 Commercialization Plan

How will you commercialize this product?

How large is the market? What is the total addressable market size?

Who are your first and second tier customers? How will you access them?

Who are your competitors?

Who are your suppliers?

Who are your strategic partners?

Do you need to manufacture this technology? How will you do this?

How will you fund the commercialization effort?