CS 2CS3 Fall 2006

Proposals

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Components of a Proposal

1. Title

2. Background (optional)

3. Objective

4. Approach

5. Impact

6. Cost

Title

- The purpose of the **title** is to introduce and identity the proposal

  - The title is extremely important!

- The title should:

  - Be short
  - Be easier to remember
  - Capture the main idea of the proposal

- If the proposal is accepted, the title will usually become the name of the project

Background

- The proposal presentation should include the **background** needed to understand and appreciate the proposal

- The background often includes:
  - A description of the problem that needs to be solved
  - Technical background information
  - Past experiences

- The background portion of the proposal should be **as brief as possible**

- There need not be a separate background section: background information can be put into the objective and approach sections

Objective

- The purpose of the **objective** is to say what you want to accomplish

- The objective can be formulated as a collection of goals
  - Minor and major
  - Short term and long term

- The objective should be stated **as briefly as possible**

Approach

- The purpose of the **approach** is to say how you intend to accomplish the objective

- The approach presents the ideas that will make the project successful:
  - The plan of attack
  - The methods and technology that will be employed
  - The intellectual, physical, human, and monetary resources that will be utilized
  - The products and services that will be provided
  - The timetable for completion
  - The criteria for knowing when the job is done
  - The maintenance plan

- The approach section is normally the bulkiest part of a proposal

Impact

- The purpose of the **impact** is to say what will be the expected results of implementing the proposal

- Both positive and negative results can be discussed, but the positive better far outweigh the negative

- Explain also what results are not expected if there is reason to believe that the audience would expect them

- Delineate the benefits of the proposal

  - Products and services provided
  - Short term and long term
  - Inside the organization and outside

Cost

- The purpose of the **cost** is to describe the expected cost of implementing the proposal

- The cost includes whatever resources will be expended in implementing the proposal:

  - Monetary resources

  - Physical resources

  - Person time and energy

  - Good will

  - Political capital

- The cost section is often presented as a **budget**