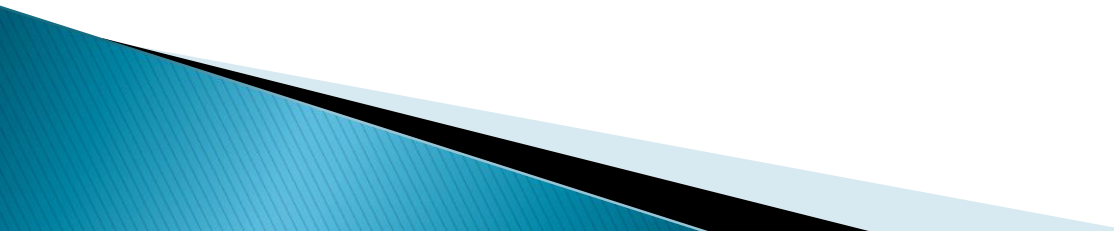


Technical Proposal

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Objectives

- ▶ Definition
 - ▶ Elements / Structure / Parts
 - ▶ Types
 - ▶ Significance
 - ▶ Negotiation
- 

Definition

Document that lists and defines the technical requirements of a contract or project, and explains the approach and plan formulated to address them.

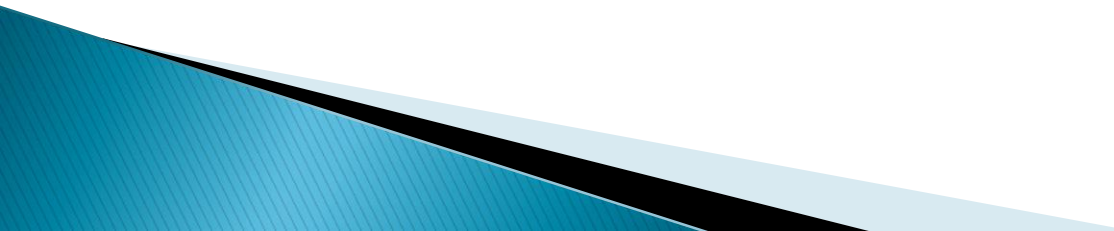
Elements / Structure / Parts

- ▶ Cover Page
 - ▶ Executive Summary
 - Problem Statement
 - Need Analysis
 - ▶ Managerial Section
 - Plan of Operations
 - Key Personnel
 - Organizational Capabilities / Experience
 - Evaluation plan
 - ▶ Financial Section
 - ▶ Activities
 - Objectives
 - Outcomes
- 

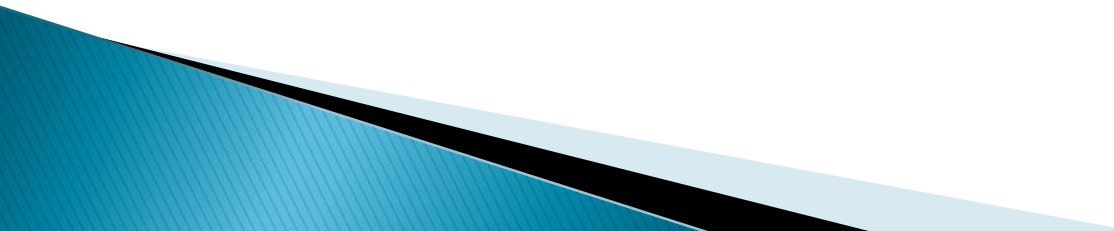
Methodology

- ▶ RFP
- ▶ RFQ
- ▶ RFI

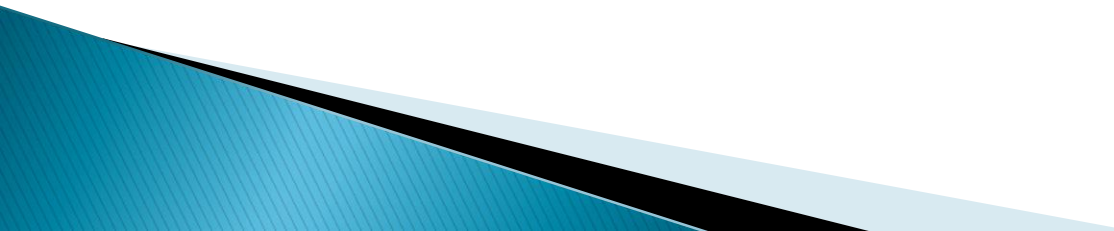
Types

- ▶ Internal
 - ▶ External
 - ▶ Solicited
 - ▶ Unsolicited
- 

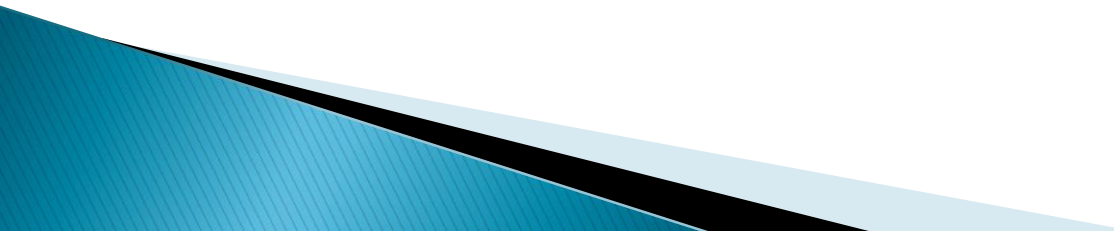
Internal

- ▶ From one department to another within a company
 - ▶ Usually informal
 - ▶ Mostly an agreement for a certain number of support hours
 - ▶ Generally doesn't involve upper management
- 

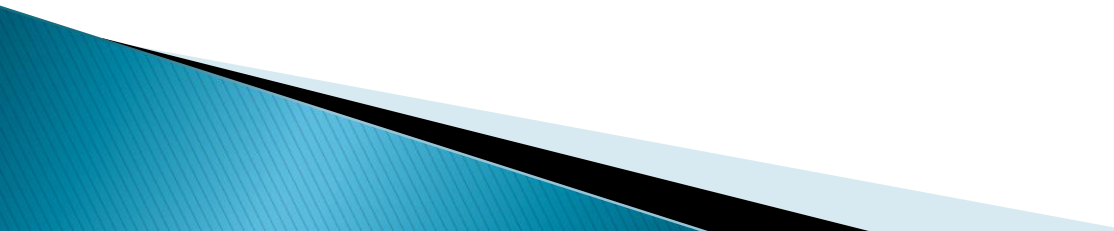
External

- ▶ Sent outside the organization on company's behalf
 - ▶ Formal and rigorous
 - ▶ Requires upper management approval
 - ▶ Is formal, binding and legal document
- 


Solicited

- ▶ Advertised in public domain
 - ▶ Demanded by the customer
 - ▶ RFPs are submitted as per the timeline
 - ▶ Proposals are awarded after evaluation of the RFPs
- 

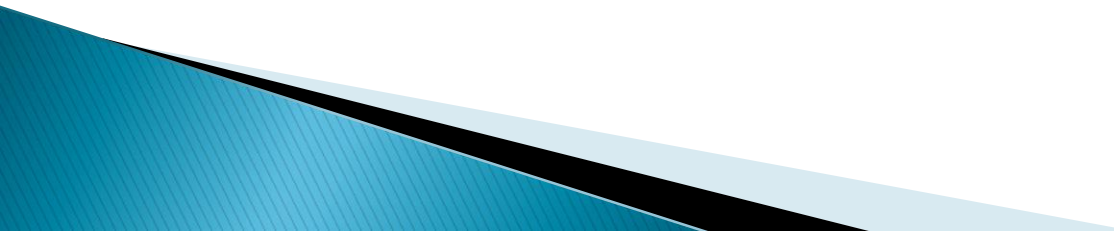
Unsolicited

- ▶ Not advertised in public
 - ▶ RFPs are submitted randomly
 - ▶ To generate quick finance
- 

Significance

- ▶ A proposal is a persuasive presentation for consideration of the following:
 - A merger
 - A bid
 - A research grant
 - ▶ Is served to improve in the prevalent working conditions within organization
 - ▶ Can be made inter department
 - ▶ To win financial returns to the organization
 - ▶ If related to research activities may play significant role in individual as well as organizational progress
- 

Significance (cont...)

- ▶ Discuss the potential limitations of your proposed work
 - ▶ Vagueness has killed more proposals than any other flaws
 - ▶ States what are you going to do if your approach doesn't work/the Plan 'B'
 - ▶ Western agencies expect that research results obtained in funded projects will be shared freely with other scientists to benefit the entire community
- 

Significance: Persuasiveness

A proposal is not a scientific article,
It's sales document—it must be *persuasive* to be
successful

“The best proposals have two things in common:
They tackle timely scientific issues and present
them forcefully. Review panels are bowled over
by enthusiasm and clear thinking.”

Donna Dean
Chief of the Biological and
Psychological Sciences at NIH

“Persuader”

The first “persuader” was not a businessman but a scientist.

Nearly 2400 years ago, Aristotle articulated the principles of persuasive argument: logos, ethos and pathos

i, e. effective persuaders base their argument on the fundamentals of:

Logic

Credibility

Enthusiasm



What is What?!

Be Clear

Be Organized

Be Detailed

Be Positive

Do or do not.

There is no 'try'.

Master Yoda, Star Wars



Thank you

