Flying Cars and Tofu Bars

Proposals Past, Present, and Future

Randy Richter

Proposal writing circa 1985

Wang 1200 WP
forerunner to WPS

IBM PC
12 August 1981

Macintosh
12 January 1984

IBM Selectric typewriter
first golf ball print head instead of bars

Bowmar Brain
Randy's first high tech tool

iPad
3 April 2010

Apple Watch
24 April 2015

Astrosystem
first software-based WP

iPhone
12 June 2007

| 1940s | 1950s | 1960s | 1970s | 1980s | 1990s | 2000s | 2010s | 2020s |

"Word Processing"
term invented by IBM

Federal Express
overnight delivery

FedEx buys Kinkos
products include remote printing

Amazon Web Services
here comes the Cloud

Kinko's
copier, offset press in 100 square feet

CERN introduces WWW
Open source software links links 900 websites **in total!**

1 Zettabyte = 1,000 Exabytes = 1,000,000M Gigabytes
1 Exabyte = 1,000 Petabytes = 1,000M Gigabtyes
1 Petabyte = 1,000 Terabytes = 1M Gigabytes
1 Terabyte = 1,000 Gigabytes
1 Gigabyte = 1,000 Megabytes
1 Megabyte = 1,000 Kilobytes
1 Kilobyte = 1,000 Bytes

IP traffic
CISCO PROJECTION: 3.3 Zettabytes/year
(3.3 trillion GB)
80% video

IP traffic
242 Exabytes/year
(242 billion GB)

IP traffic
348 Terabytes/year
(348 thousand GB)

CERN introduces WWW
links 900 websites **in total!**

IP traffic
180 Gigabytes/year

| 1940s | 1950s | 1960s | 1970s | 1980s | 1990s | 2000s | 2010s | 2020s |

ARPANET
First nodes

"Internet" coined
First non-US
ARPANET use

Telenet
First ISP

Email
QE II sends first
private
message

**Narrowband
(300 bps)**
few users

**Narrowband
(56kbps)**
50% of US online

**Broadband
(>56kbps)**
reaches 72%

**Broadband
(avg 25Mbps)**
20% >45Mbps

'Writing the Technical Report'
Nelson, 1940
- Defines the Thesis Sentence

SM&A Process, 1982:
- Mod Specs, Story Maps & AMUS

'Proposal Guide, APMP'
APMP, 2012
- The de facto standard

- Proposal theme
- 1st person, active voice
- No superfluous words

'Technical Marketing & Proposal Preparation', Hyman Silver, H. Silver Associates, 1987

'The Anatomy of a Win'
Beveridge, 1964.

| 1940s | 1950s | 1960s | 1970s | 1980s | 1990s | 2000s | 2010s | 2020s |

'Sequential Topical Organization of Proposals (STOP)'
Tracey, Rugh & Starkey, 1962
- Modular proposals
- Text and graphics
- Thematic unity within modules
- Page allocations
- Storyboards
- Wall-based storyboard   reviews

'Creating Superior Proposals'
Beveridge & Velton, 1978
- Discriminators, Aha!s, Ghosts

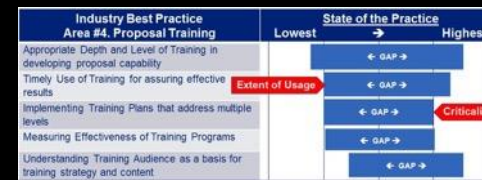'How to Write Winning Proposals', Shipley Associates, 1985
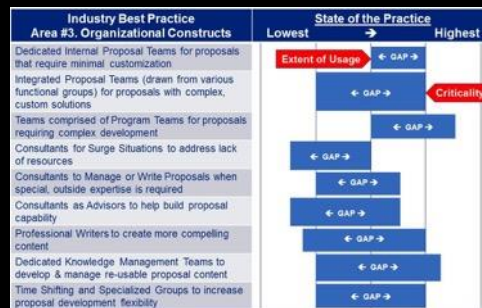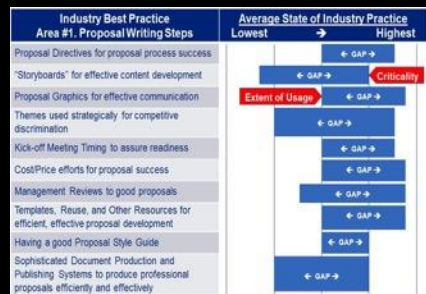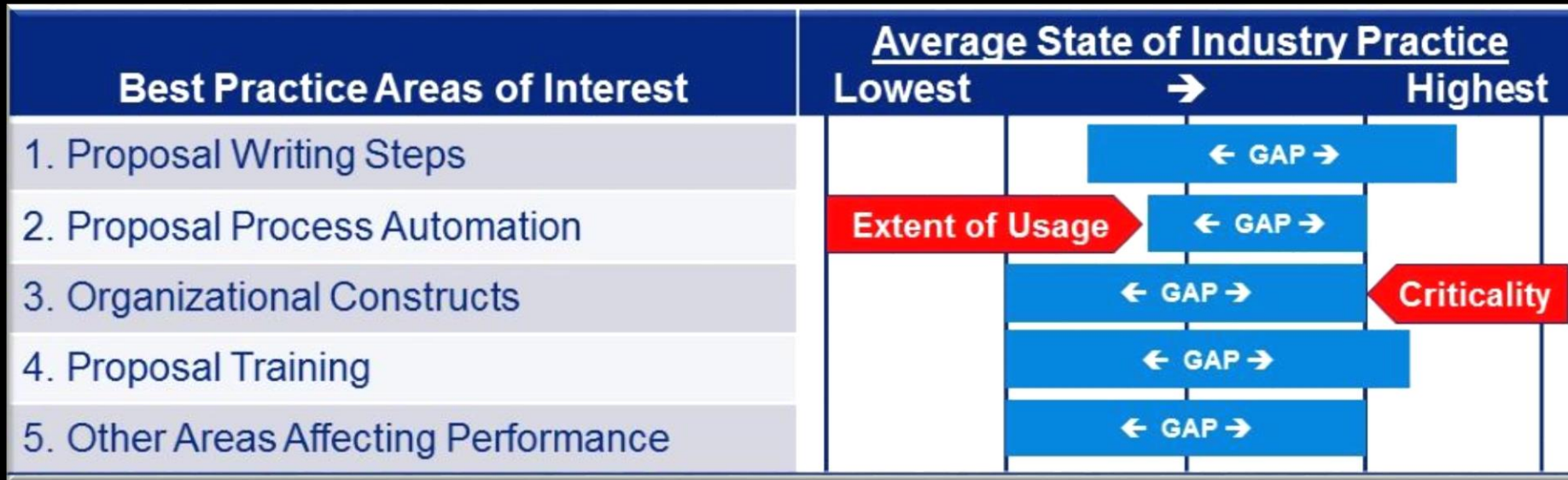
'Proposal Guide'
Larry Newman, Shipley Associates, 2001
- The de facto standard

'The GO (Graphics Oriented) Technique'
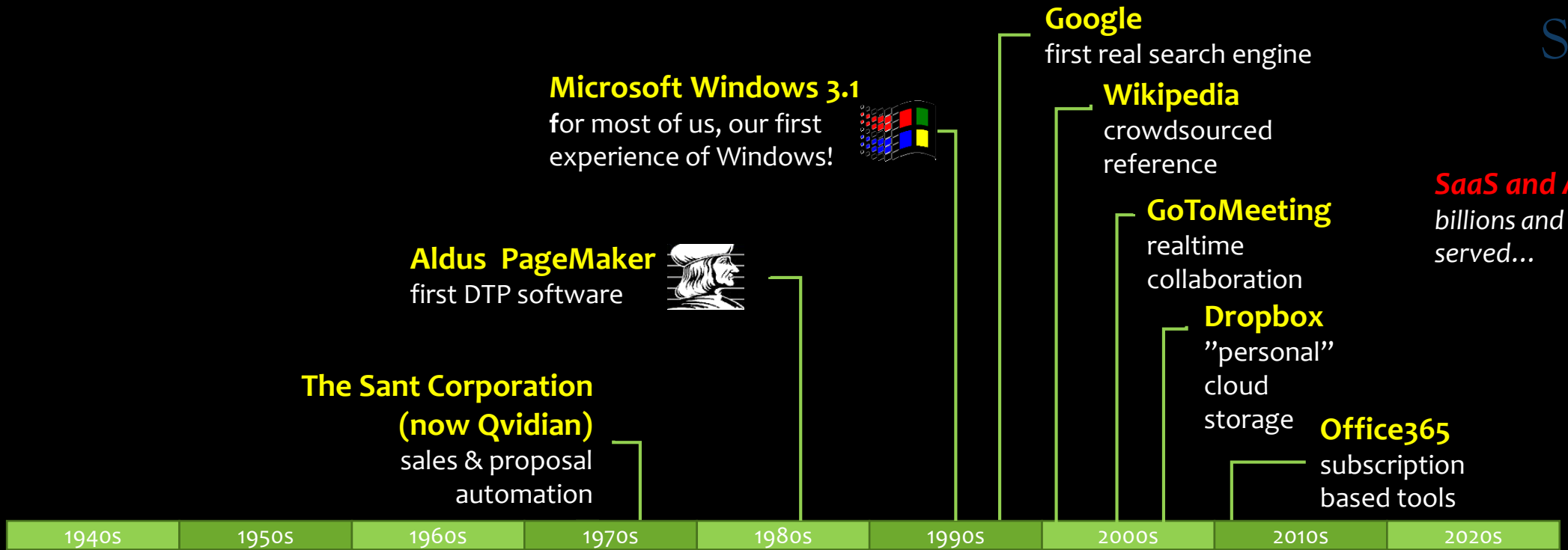Hudson Patton, Communications Management Associates, 1979

11/6/2017

5

Source: Benchmarks in World-Class Proposal Writing Capability, 2015 (updated 2016)

Pictures will replace a thousand words.

More RFPs, less time

Google
first real search engine

Microsoft Windows 3.1
for most of us, our first
experience of Windows!

Wikipedia
crowdsourced
reference

SaaS and Apps
*billions and billions
served...*

GoToMeeting
realtime
collaboration

Aldus PageMaker
first DTP software

Dropbox
"personal"
cloud
storage

**The Sant Corporation
(now Qvidian)**
sales & proposal
automation

Office365
subscription
based tools

1940s	1950s	1960s	1970s	1980s	1990s	2000s	2010s	2020s

**"Word
Processing"**
term first
invented by IBM

Popular Word Processing software:1

WORDSTAR

WordPerfect®

MultiMate

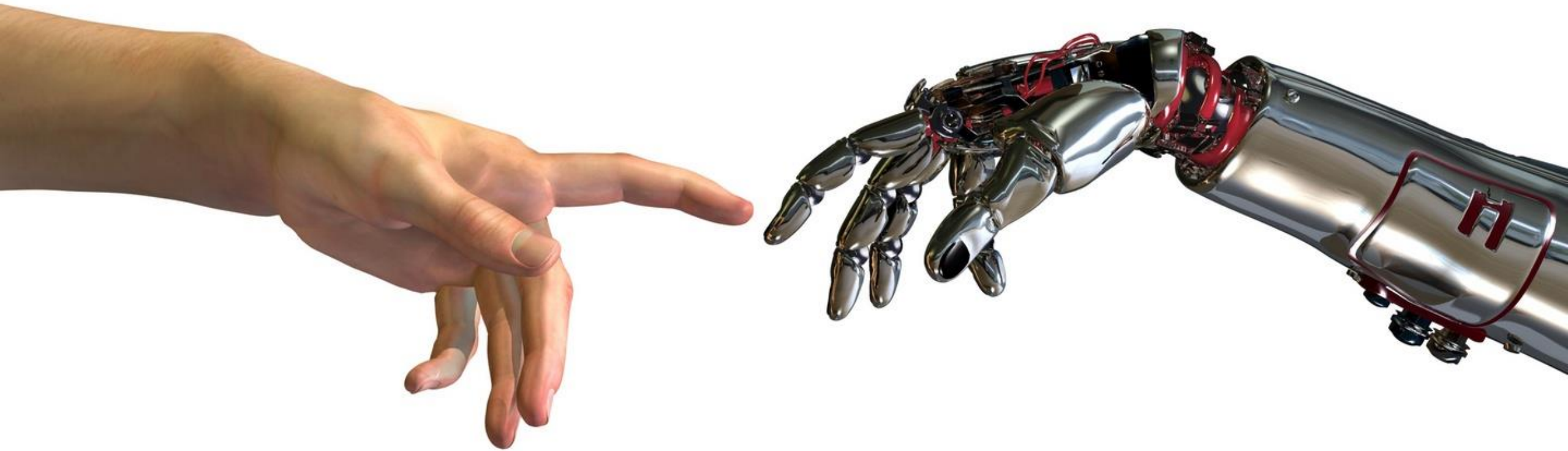Microsoft Word

Popular Desktop Publishing software:

QuarkXPress

| PageMaker | PageMaker | InDesign |

Investments in tools will increase.

Machines should work. People should think.

- Jim Henson, *The Paperwork Explosion*

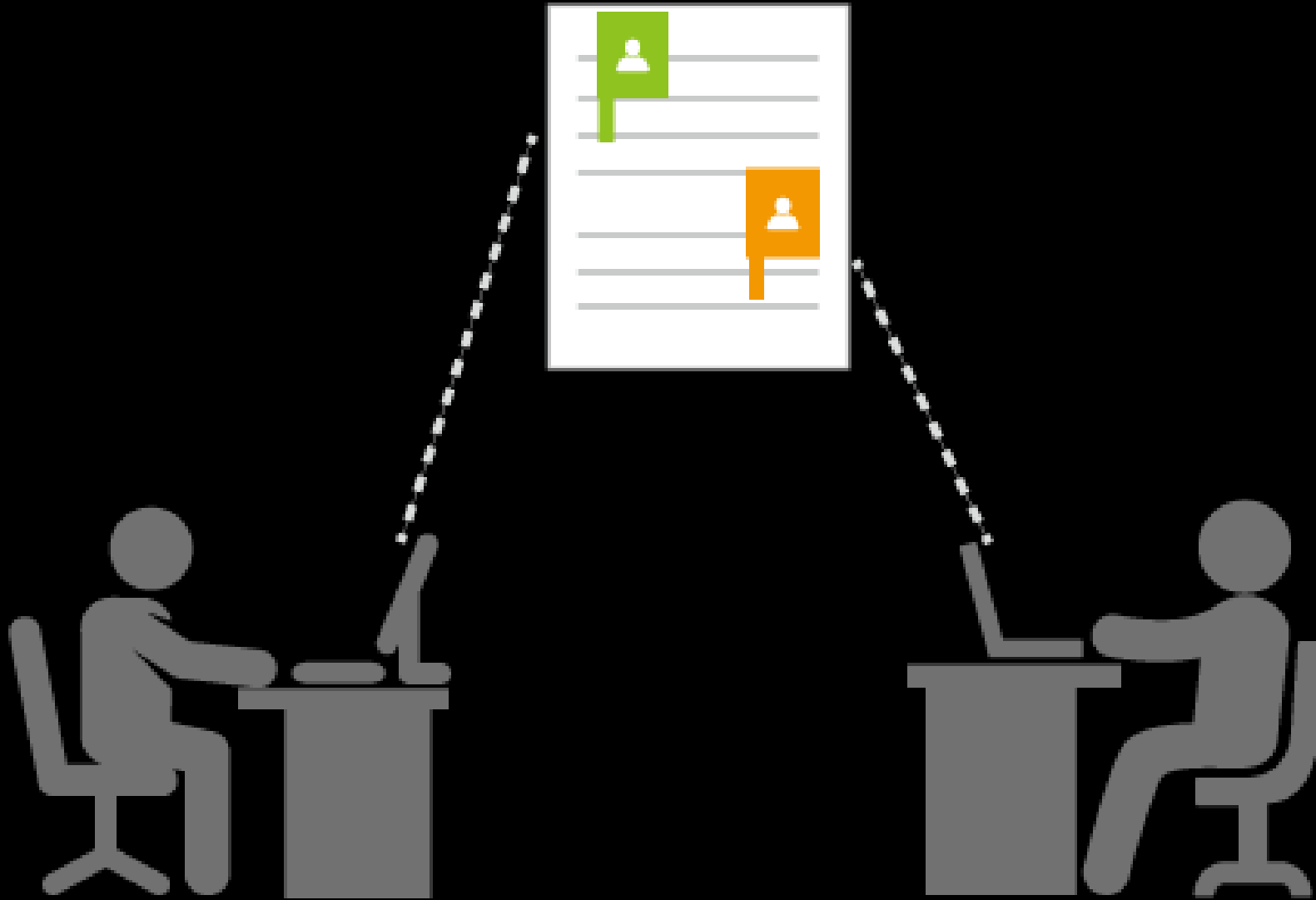Sadly, content, not the customer,
will become king.

Investment in training will continue to decline.

The future is *virtual*.

In-house production goes in the outhouse.

Proposal writing will become accepted as an Olympic <u>team</u> sport.

When you are will be less important than where.

The best will beat the rest.

Randy Richter
President

Richter & Company
Everedy Square
6 N. East Street, Suite 203
Frederick MD 21701

301/845-7300
www.RichterAndCompany.com