Chapter 9
Proposals

In this chapter, you will learn to:

9.1 Write and develop types of proposals.

9.2 Use strategic planning and do research to create the content of a proposal.

9.3 Organize and draft the major sections in a proposal.

9.4 Use persuasive style and attractive design to influence the proposal's readers.

Proposals are the lifeblood of the scientific and technical workplace. That's especially true in today's innovative and entrepreneurial workplace. Whatever your field, you will be asked to write proposals that describe new projects, present ideas, offer new strategies, and promote services. Innovators and entrepreneurs use proposals to pitch new products, create new services, and recommend changes to existing methods and procedures. The purpose of a proposal is to present your ideas and plans for your readers to consider. Almost all projects begin with proposals, so you need to master this important genre to be successful.

What is a proposal? A proposal first identifies a problem or an opportunity; then it offers a detailed plan for solving the problem or taking advantage of the opportunity. You have probably watched shows like *Shark Tank* or *The Profit*, which feature people using proposals to pitch new products or launch new companies. In most workplaces, proposals are not as glitzy as the ones shown on television, but they are at the center of all decision making. Don't be surprised when your boss says, "Great idea. Now write the proposal."

Types of Proposals

9.1 Write and develop types of proposals

Proposals are categorized in a couple of different ways. *Internal* proposals are used within a company to plan or propose new projects or products. *External* proposals are used to offer services or products to clients outside the company.

Proposals are also classified as *solicited* or *unsolicited*, depending on whether they were requested by the readers.

Solicited proposals are proposals requested by the readers. For example, your company's management might ask you and your team to write a proposal for a new project. Or, your team might be "solicited" to write a proposal that answers a request for proposals (RFP) sent out by a client.

Unsolicited proposals are proposals not requested by the readers. For example, your team might prepare an unsolicited internal proposal to pitch an innovative idea to your company's management. Or, your team might use an unsolicited external proposal as a sales tool to offer your company's clients a product or service.

Figure 9.1 shows an internal, solicited proposal. In this example, a team within the company is pitching new apps that could be developed for Android and iOS phones. This proposal is being used to persuade management to agree to the team's ideas.

Another kind of proposal is the grant proposal. Researchers and nonprofit organizations prepare grant proposals to obtain funding for their projects. For example, one of the major funding sources for grants in science and technology is the National Science Foundation (NSF). Through its website, the NSF offers funding opportunities for scientific research (Figure 9.2).

Proposals are the lifeblood of today's entrepreneurial technical workplace.

Step 1: Make a Plan and Do Research

9.2 Use strategic planning and do research to create the content of a proposal.

Because proposals are difficult to write, it is important that you follow a reliable writing process that will help you develop your proposal's content, organization, style, and design. An important first step in this process is to start with a planning and researching phase. During this phase, you will develop your proposal strategy and start collecting content to support your argument.

Planning

A good way to start planning your proposal is to analyze the situations in which it will be used. Begin by answering the Five-W and How Questions:

Who will be able to say "yes" to my ideas, and what are their characteristics?

Why is this proposal being written?

What information do the readers need in order to make a decision?

Where will the proposal be used?

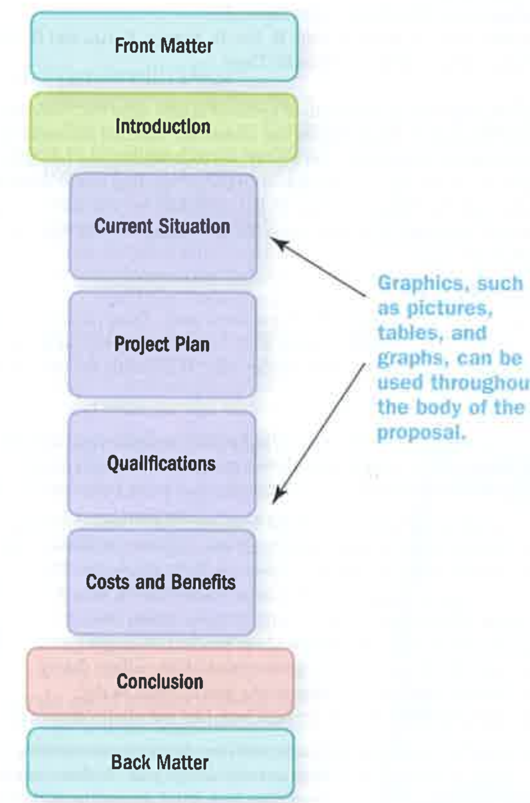
When will the proposal be used?

How will the proposal be used?

Quick Start

Proposals

Here is a basic model for organizing a proposal. This organizational pattern is flexible, allowing the contents of a proposal to be arranged in a variety of ways. You should alter this pattern to suit the needs of your proposal's subject, purpose, readers, and context of use.



Basic Features of Proposals

In technical workplaces, proposals tend to have the following features:

- **Introduction** that identifies the problem and your solution
- **Description** of the current situation that explains the problem, including its causes and effects
- **Description** of the project plan that shows step-by-step how the problem can be solved
- **Graphics and graphs** that illustrate the problem and the project plan
- **Qualifications** that describe who will participate in the project
- **Summary** of costs and benefits
- **Budget** that itemizes the costs of the project

Figure 9.1 An Internal Solicited Proposal

This short proposal is an internal proposal that is pitching a new idea to a manager. After a brief introduction, it describes the current situation and offers a plan for solving a problem. It concludes by highlighting the benefits of the plan.

Internal proposals are often written in memo format.

BBI

Date: January 27, 2016
To: Lemar Kendell, CEO, Bender Blast Industries
From: Gamma Genius Team (G. Brand, B. Xu, H. Young, Y. Ali, and B. Finn)
Subject: Proposed New App: Friends with Dogs

Background information signals that the proposal was solicited.

The main point of the proposal is stated up front.

Last week, you asked our genius team to brainstorm new apps that could be developed for Android and iOS phones. We met later that afternoon, sketched out some ideas, and did some research on our competitors. On Friday, we each pitched our best ideas to the group. The idea that rose to the top is a "Friends with Dogs" app that would be similar to our "Quad" dating app for college students. In this proposal, we will discuss some of the limitations with Quad and then offer a plan for developing Friends with Dogs as a transformative new app.

This section describes the current situation.

The Limits of Quad

Without a doubt, our Quad app has been a success story. Quad entered the market in 2014, and it now has a healthy 760,000 average daily users. It competes well with the other dating apps on the market, such as OkCupid, Tinder, and Hitch, while the advertising stream was about $1.1 million last year.

Quad is successful and should be successful for years to come, but its market share has leveled off. Recent advertising figures show a revenue drop of 23 percent over one year. Our research shows that Quad's slowed growth is due to the following factors:

- Many new dating apps are entering the field, especially ones supported by big players like Google and Apple. Even though Quad uses superior technology, the sheer size and saturation of these big players gives them a built-in advantage. The sales team is experiencing more friction because of the increased competition. Quad is not distinct enough from its competitors, because they have basically duplicated our product. A couple years ago, we were the first ones to see the potential of the college dating market. That gave us a market edge as the first to enter. In this quickly emerging field, though, we now look like one choice among many.
- Dating apps like Quad have high user turnover. According to our data, 50 percent of our clients spend an average of 26 days actively using Quad. Within a month, they typically find someone who fits their interests, and their Quad account goes dormant. We do have "regulars" who date numerous people without commitment, but these users only make up 12 percent of our client base. Returning customers account for 20 percent, and 8 percent are "voyeurs" who look but don't reach out for dates. As a result, we have a nearly 53 percent turnover of users each month, which forces us to be continually seeking out new customers.

Figure 9.1 *(continued)*

In sum, Quad has been successful, and we expect it to continue to bring in solid revenue for at least a few more years. The trendlines, though, lead us to believe that Quad's market share has plateaued and will probably erode over time. As always, we will need to develop new apps that are innovative in the market and set Bender Blast apart from its competitors.

This section offers a plan for the readers' consideration.

Our Proposal: Friends with Dogs

To pivot on Quad's success, we are proposing the development of a new app called "Friends with Dogs" that is aimed directly at 20-something dog owners. The new app wouldn't specifically be for dating, though we believe people will find matches via the site. Instead, Friends with Dogs would be a way for dog owners to meet each other at local parks or meet up for walks together. The app would work similarly to Quad with its swipe up or swipe down design. Pictures would include the dog and its owner. Swiping up would invite local dog owners (called "packs") to meet up at a specified time. Also, clients could find new packs by entering their regular walk time and route. The development of "Friends with Dogs" would require four major phases:

The plan is described step-by-step.

Phase 1: Use surveys and focus groups to study the market (February 5-20)
Friends with Dogs would be targeting a somewhat different client base than Quad. More than likely, clients would be between 23 and 35. So, we would use brief surveys and focus groups to study and refine the idea with these kinds of clients.

Phase 2: Gauge advertiser support (February 10-24)
Some overlap with our current Quad advertiser base exists, but the new app will mean expanding to other potential advertisers. Dog-related products would be an obvious source of advertising revenue, but we also believe that the new clients will include those coveted educated professionals who are upwardly mobile. If so, these users will be interested in upscale products like new cars, active-fashion clothing, furniture, and fast-casual restaurants.

Phase 3: Develop the app (February 5-March 5)
Because the Quad algorithm already exists, creating the app will not take much time or resources. We estimate needing six programmers for a total of 250 hours to turn the 5.22 version of Quad into the 1.0 version of Dogs with Friends.

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(continued)

Figure 9.1 *(continued)*

Phase 4: Create a marketing campaign (February 10-March 19)
The marketing push and beta roll out of the new app could happen in March, which is about the time when people spend more time outdoors with their dogs. We suggest a YouTube campaign developed by YoungTime Marketing. The app would be a free download but some special features could be put behind a pay wall.

Phase 5: Distribute the new app (March 26 and onward)
Distribution of the app will be handled through the usual app stores, such as Google Play Store, Apple App Store, and the Amazon Appstore. These three digital distribution platforms will give us the initial coverage we need. The basic version of the app will be free, much like Quad, and the advanced version will be behind a $5.00 pay wall.

Proposal concludes by discussing costs and benefits of the plan.

Costs and Benefits of Friends with Dogs

We estimate the cost for developing, marketing, and distributing the Friends with Dogs app will be about $540,000. If the app finds a market, we believe the return on investment will be six months or less. The benefits of the Friends with Dogs app are the following:

- It hits an advertising sweet spot. Advertisers are always looking for ways to access this 23-35 year old demographic. Our studies show that people with dogs either live in houses or are looking to buy houses, which makes this slice of the demographic even more attractive.
- The links to advertising opportunities are obvious and plentiful. Advertisers in the pet industry will immediately recognize the value of this app to them. Meanwhile, secondary advertisers who use the pet market as a metric will follow with ads that appeal to this target demographic.
- The app will have a significantly shorter development time as well as a robust and reliable platform because it is built on the Quad algorithm. Our time from beta to full release will be a few months rather than the typical year development cycle.
- We will have the marketing advantage as the first to market. Location-based dating and meet-up apps are popular, but no one has come up with an app that gets dog owners together. Since this app is unique, we would be perceived as the primary access point for connecting with other dog owners.

Thank you for considering the Friends with Dogs app. We believe this kind of easy-to-develop app will allow us to enter a new market while building on existing platforms. Ultimately, the return will likely be many times the original investment, leading to a reliable profit stream for Bender Blast Industries.

Let's talk as soon as you are ready. The Gamma Genius Team is ready to go. You can text me at 555-987-0121 or send an e-mail to gena.brand@thebenderblast.com.

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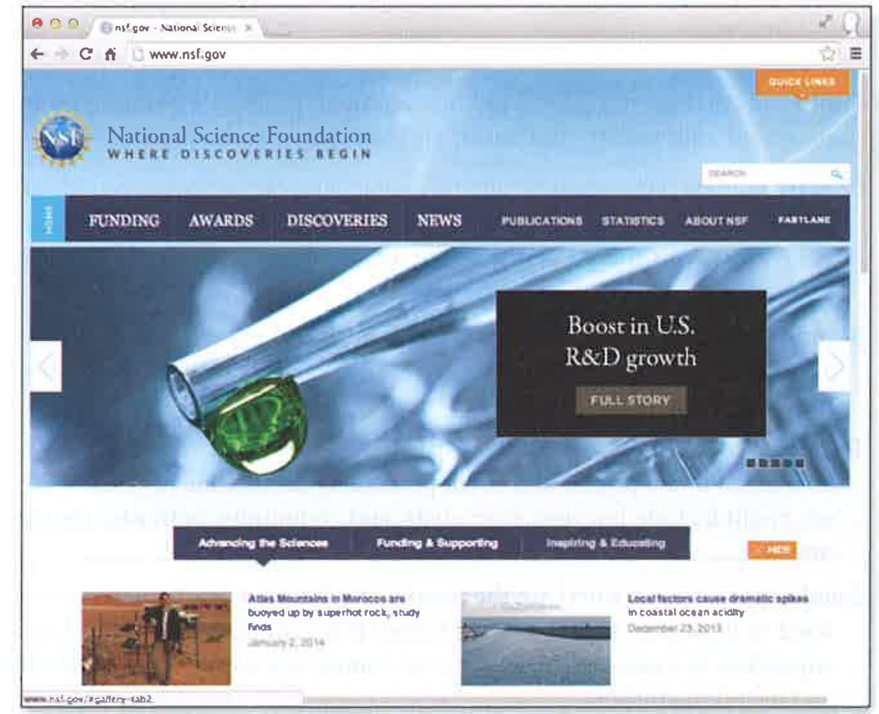
Figure 9.2 The National Science Foundation Home Page

The National Science Foundation (NSF) website offers information on grant opportunities. The home page, shown here, discusses some of the recent research projects that have received grants.

SOURCE: National Science Foundation, http://www.nsf.gov



Once you have answered these questions, you are ready to start thinking in depth about your proposal's subject, purpose, readers, and context of use.

SUBJECT Define exactly what your proposal is about. Where are the boundaries of the subject? What need-to-know information must readers have if they are going to say yes to your ideas?

Link For more help on defining need-to-know information, go to Chapter 2.

PURPOSE Clearly state the purpose of your proposal in one sentence. What should the proposal achieve?

Some key action verbs for your purpose statement might include the following:

to persuade	*to argue for*	*to offer*
to convince	*to advocate*	*to suggest*
to provide	*to present*	*to recommend*
to describe	*to propose*	*to support*

Link To read more about defining your purpose, go to Chapter 1.

A purpose statement might look something like the following:

The purpose of this proposal is to recommend that our company change its manufacturing process to include more automation.

In this proposal, our aim is to persuade the state of North Carolina to develop a multimodal approach to protect itself from stronger hurricanes, which may be enhanced by climate change.

READERS More than any other kind of document, proposals require you to fully understand your readers and anticipate their needs, values, and attitudes.

Primary readers (action takers) are the people who can approve your ideas. They need good reasons and solid evidence to understand and agree to your ideas. You should specifically pay attention to the needs of these readers.

Secondary readers (advisors) are usually technical experts in your field. They won't be the people who say *yes* to your proposal, but their opinions will be highly valued by your proposal's primary readers.

Tertiary readers (evaluators) can be just about anyone else who might have an interest in the project and could potentially undermine it. These readers might include lawyers, journalists, and community activists, among others.

Gatekeepers (supervisors) are the people at your own company who will need to look over your proposal before it is sent out. Your immediate supervisor is a gatekeeper, as are your company's accountants, lawyers, and technical advisors.

Link
For more strategies for analyzing your readers, see Chapter 2.

CONTEXT OF USE Your proposal's context of use will also greatly influence how your readers interpret your argument.

Physical context concerns the places your readers may read, discuss, or use your proposal.

Mobile context involves the kinds of media, especially mobile media, on which your proposal will be read or viewed.

Economic context involves the financial issues and economic trends that will shape readers' responses to your ideas.

Ethical context involves any ethical or legal issues involved in your proposed project.

Always keep in mind that proposals are legal documents that can be brought into court if a dispute occurs, so you need to make sure that everything you say in the proposal is accurate and truthful. If your customer or client says *yes* to the proposal on the table, then the agreement is usually legally binding.

Link
For more help defining the context of use, turn to Chapter 2.

Figure 9.3 Doing Research on Your Subject

A concept map like this one might help you research your subject from a variety of directions. When researching the background of a proposal, collect as much information as possible.

Researching

As soon as possible, you should start collecting information and creating the content of your document (Figure 9.3). Chapter 12 describes how to do research, so research strategies won't be fully described here. As a brief review, here are some research strategies that are especially applicable for writing proposals:

DO BACKGROUND RESEARCH The key to writing a persuasive proposal is to fully understand the problem you are trying to solve. Use the Internet, print sources, and empirical methods to find as much information about your subject as you can. Specifically, you want to identify the problem that you or your clients are trying to solve.

ASK SUBJECT MATTER EXPERTS (SMEs) Spend time interviewing experts who know a great amount about your subject. They can give you insight into the problem you are trying to solve and suggest a few possible solutions.

PAY ATTENTION TO CAUSES AND EFFECTS All problems have causes, and all causes create effects. As you analyze the problem, focus on what is causing it and the effects of not doing anything about it.

FIND SIMILAR PROPOSALS On the Internet or at your workplace, you can probably locate proposals that have dealt with similar problems in the past. They might give you some insight into how those problems were solved.

Link
To learn more about doing research, turn to Chapter 12.

COLLECT VISUALS Proposals are persuasive documents, so they often include plenty of graphics, such as photographs, charts, illustrations, and graphs. Collect any materials, data, and information that will help you add a visual dimension to your proposal. If appropriate, you might use a digital camera or your mobile phone to take pictures to include in the document.

Step 2: Organize and Draft Your Proposal

9.3 Organize and draft the major sections in a proposal.

Writing the first draft of a proposal is always difficult because proposals describe the future—a future that you are trying to envision for your readers and yourself.

A good way to draft your proposal is to write it one section at a time. Think of the proposal as four or five separate mini-documents that can stand alone. When you finish drafting one section, move on to the next.

The proposal shown in Figure 9.4, for example, is for a start-up business. A full team drafted the document, but each section was drafted separately. Then, the team assembled and edited the full proposal together.

Writing the Introduction

As with all documents, the proposal's introduction sets a context, or framework, for the body of the document. A proposal's introduction will usually include up to six moves:

Move 1: Define the *subject*, stating clearly what the proposal is about.

Move 2: State the *purpose* of the proposal, preferably in one sentence.

Move 3: State the proposal's *main point*.

Move 4: Stress the *importance of the subject*.

Move 5: Offer *background information* on the subject.

Move 6: Forecast the *organization* of the proposal.

These moves can be made in just about any order, depending on your proposal, and they are not all required. Minimally, your proposal's introduction should clearly identify your *subject*, *purpose*, and *main point*. The other three moves are helpful, but they are optional. In Figures 9.4 and 9.5, the introductions in both proposals include most or all of these opening moves.

Figure 9.4 Start-Up Business Proposal

This model proposal is based on a real proposal that was submitted by a start-up tech company.

SetupShaman: Incubator Proposal

Thank you for giving us the opportunity to pitch our idea for SetupShaman, a new tech startup that will help people design, create, and install their own custom computer setups. We enjoyed meeting with Tim Sands and your recruiter team at the ImagiTech Incubator last week, and we have incorporated your suggestions into this proposal.

We would like to secure start-up funding and rent-free space in your Pierpont incubator. We are offering an 8% equity stake in our company, and we expect to return your capital investment within one year. After two years, our goal is to transition out of the incubator to establish SetupShaman in the Salt Lake City area. At that point, ImagiTech can continue to partner with us, or we will buy back our equity stake at market price.

The introduction identifies the topic and purpose.

What is SetupShaman?

SetupShaman was designed to solve a simple problem: Tech workers and many everyday computer enthusiasts want to design and build computer setups that fit their specialized needs. Many of these clients are programmers or consultants who work at home as part of development scrums. As independent contractors, they move in and out of projects on an as-needed basis. These kinds of clients need highly flexible work spaces that will allow them to quickly shift into new projects without lag time.

This section identifies the problem and its causes.

Our other clients are people who need high-end computer setups for production and gaming. They might be doing high-quality production for their YouTube channels and other video and audio platforms. They are podcasters and videocasters who want their work to be professional grade. Others are gamers who want their setup to include full surround features like multiple screens, high-quality audio equipment, and interactive data feeds.

These high-end tech users tend to be busy, so they don't have time to piece together and optimize the needed hardware, software, cabling, furniture, lighting, and accessories. They often aren't sure how their existing hardware will interface with new hardware. So, they end up wasting money and time patching together components and using inadequate office furniture, only to end up with a work space that is unreliable and nonergonomic.

SetupShaman is a one-stop design and shopping site that will help these high-end users image, purchase, and build their custom computer setups. With the aid of automated design algorithms and online consultants, our website and app help clients design the setup that fits their needs. Clients enter needs and their existing equipment and furniture. Then, Guru Geek Crib returns a comprehensive design plan that minimizes costs while maximizing functionality. Clients can even use VR goggles to place themselves into the setup to see how it works.

(continued)

Figure 9.4 *(continued)*

SetupShaman's website will then work with suppliers to cut prices. When suppliers know that they are selling a package rather than just piecemeal components, they are more willing to offer low-cost deals. We will also allow advertisers to buy space on the screen, and we will collect and sell data on the kinds of components that our customers tend to consider and purchase. Manufacturers would find that kind of data very helpful toward improving their competitiveness.

What's Our Plan?

SetupShaman is already a growing consulting service with $164,000 income last year. Partnering with the ImagiTech Incubator will allow us to evolve from a consulting service into a full-range provider of technology design, services, and products. Here is our four-step business plan:

Step 1: Transition into the ImagiTech Incubator

The move will be completed within one month of agreement. We will move our servers and equipment into your facility. With the start-up funds, we plan to upgrade our technology to handle the higher level of traffic.

Step 2: Expand Products and Services

Our current website, which is focused on consulting, would be expanded into categories of hardware, software, furniture, audio, lighting, and lifestyle. The website's wizard algorithm would allow customers to enter their current setup and then they could custom build a new setup that blends existing components with new. After building the full setup, the website would then put the components out for bid, allowing suppliers to offer their best prices. In minutes, the website would return a price to the client, along with some recommended modifications.

Step 3: Work with Suppliers to Lower Costs

Our margin would primarily exist between the list price of the products and the wholesale price of suppliers. By bringing a steady flow of business to these suppliers, we will allow them to lower their prices.

Step 4: Create a Response Team

We will partner with technology engineers to offer customer service. Our response team will be technology experts, not customer service agents, who will help clients think about their needs and come up with creative new ways to design their setups.

Step 5: Develop a Cross-Media Digital Marketing Campaign

Our marketing campaign will be primarily online, connecting with clients through a variety of pathways.

Each of these steps will be assessed against established metrics that will help us measure progress. Every month, we will revisit our metrics to monitor the health of our business. We will then produce a report on our cash flow, churn rate, burn rate, direct costs, and operating margin. That report will be available to ImagiTech Incubator.

SetupShaman Incubator Proposal 2

The plan's opening describes the overall solution.

The plan is broken down into 5 major steps.

Figure 9.4 *(continued)*

Who are the Principal Players?

We're a small technology start-up with three partners. That's made us lean and agile.

Candace Williams (CEO) worked for Google before deciding to spin off her own business. She has an MA in Computer Engineering from Stanford, and she has worked in the high-tech industry for five years.

Jim Granderson (COO) was the Associate Director of Operations at TechSlab, a successful Silicon Valley start-up that sold high-end computer desks online. He earned his MBA from BYU three years ago and was recruited to join Guru Geek.

Hanna Simpson (Lead Engineer) was one of the most sought after programmers coming out of Cal Tech-Pasadena. She is currently working on optimizing our design algorithm and implementing the virtual reality feature of the website.

We also form technology scrums to work on specific projects. We keep a list of top-flight contractors that jump into projects on an as-needed basis. A list of our contractors is included in Appendix A with the resumes of our principal players.

Costs and Return on Investment

The bottom line is return on investment. We understand that the ImagiTech Incubator is a business, even though it is a business that helps other businesses. As shown in our budget, which you can find in Appendix B, we are looking for $50,000 in capital funding and rent-free space in your Pierpont facility with utilities paid. We are offering an 8% equity stake in our company.

We expect an ROI of one year, because our company has already been successful, and we expect to be selling product within six months of joining the incubator. Then, in two years, we will leave the incubator. As we exit the incubator, we will offer market value to purchase your equity stake in our company. If you want to continue to partner with us, you can hold the equity stake for a higher return in the future.

The advantages of allowing us to join your incubator are the following:

- SetupShaman is already a successful business
- The upside potential of this business is very high as the technology industry continues to expand into work-at-home and scrum-based working arrangements.
- Our client demographic is focused on young people who are highly educated in technology fields—and have money to spend on their passions.
- We know what we're doing, and we're very good at it. Investments are made in people, not companies. We have an amazing management team and a highly competent group of contractors.

Trying not to sound overconfident, we believe SetupShaman will be a success, and our track record to this point supports that belief. Joining the ImagiTech Incubator will accelerate our progress, helping us reach our goal in a couple years rather than five to ten years. The market is seeking for our services and products, so we feel the time is right to move forward quickly.

Thank you for considering our proposal. We look forward to meeting with you on March 24, via WebEx, to talk about the future. If you have any questions or need additional information, contact Candace Williams at (801) 555-8400 or e-mail her at cdwilliamsCEO@SetupShaman.net.

SetupShaman Incubator Proposal 3

Brief bios of the company's officers are offered in the qualifications section.

The costs and benefits section states the requested investment up front.

The benefits are listed concisely here.

Contact information is offered at the end.

Describing the Current Situation

The aim of the *current situation* section—sometimes called the *background* section—is to define the problem your plan will solve. You should accomplish three things in this section of the proposal:

- Define and describe the problem.
- Discuss the causes of the problem.
- Discuss the effects of the problem if nothing is done about it.

For example, let us say you are writing a proposal to improve safety at your college or workplace. Your current situation section would first define the problem by proving there is a lack of safety and explaining the seriousness of this problem. Then, it would discuss the causes and effects of that problem.

MAPPING OUT THE SITUATION Concept mapping is a helpful technique for developing your argument in the current situation section. Here are some steps you can follow to map out the content:

1. Write the problem in the middle of your screen or piece of paper. Put a circle around the problem.
2. Write down the two to five major causes of that problem. Circle them and connect them to the problem.
3. Write down some minor causes around each major cause, treating each major cause as a separate problem of its own. Circle the minor causes and connect them to the major causes.

Figure 9.6 illustrates how your concept map for the current situation section might look.

AT A GLANCE The Current Situation

- Define and describe the problem.
- Discuss the causes of the problem.
- Discuss the effects if nothing is done about the problem.

DRAFTING THE CURRENT SITUATION SECTION Your proposal's current situation section should include an opening, a body, and a closing:

Opening—Identify and define the problem you will describe.

Body—Discuss the *causes* of the problem, showing how these causes brought about the problem.

Closing—Discuss the *effects* of not doing anything about the problem.

The length of the current situation section depends on your readers' familiarity with the problem. If readers are new to the subject, then several paragraphs or even pages might be required. However, if they fully understand the

Figure 9.5 Introduction to a Proposal

This introduction makes all six "moves." As a result, it is somewhat lengthy. Nevertheless, this introduction prepares readers to understand the information in the body of the proposal.

Growth and Flexibility with Telecommuting

A Proposal to Northside Design from Insight Systems

Offers background information.

Founded in 2002, Northside Design is one of the classic entrepreneurial success stories in architecture. Today, this company is one of the leading architectural firms in the Chicago market with over 50 million dollars in annual revenue. With growth, however, comes growing pains, and Northside now faces an important decision about how it will manage its growth in the near future. The right decision could lead to more market share, increased sales, and even more prominence in the architectural field. However, Northside also needs to safeguard itself against over-extension in case the Chicago construction market unexpectedly begins to recede.

Defines the subject.

Stresses the importance of the subject.

"Northside needs to safeguard itself against over-extension in case the Chicago construction market unexpectedly begins to recede."

To help you make the right decision, this proposal offers an innovative strategy that will support your firm's growth while maintaining its flexibility. Specifically, we propose Northside implement a telecommuting network that allows selected employees to work a few days each week at home. Telecommuting will provide your company with the office space it needs to continue growing. Meanwhile, this approach will avoid a large investment in new facilities and disruption to the company's current operations.

States the purpose of the proposal.

States the main point.

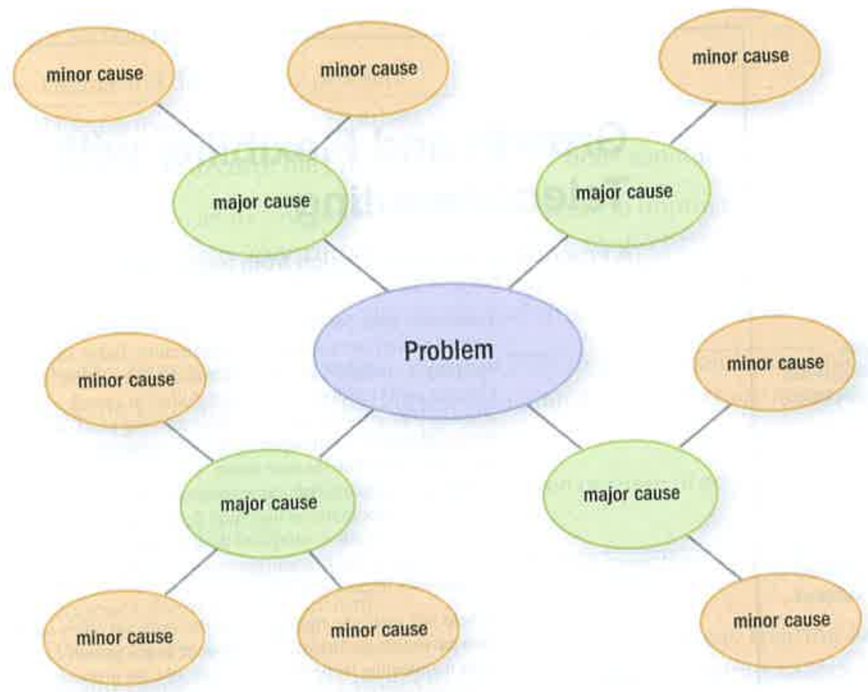
Forecasts the body of the proposal.

In this proposal, we will first discuss the results of our research into Northside's office space needs. Second, we will offer a plan for using a telecommuting network to free up more space at Northside's current office. Third, we will review Insight Systems' qualifications to assist Northside with its move into the world of telecommuting. And finally, we will go over some of the costs and advantages of our plan.

1

Figure 9.6 Mapping Out the Current Situation

Concept mapping helps you figure out what caused the problem that you are trying to solve.



problem already, maybe only a few paragraphs are needed. Figure 9.7 shows an example of the current situation section from a proposal.

Describing the Project Plan

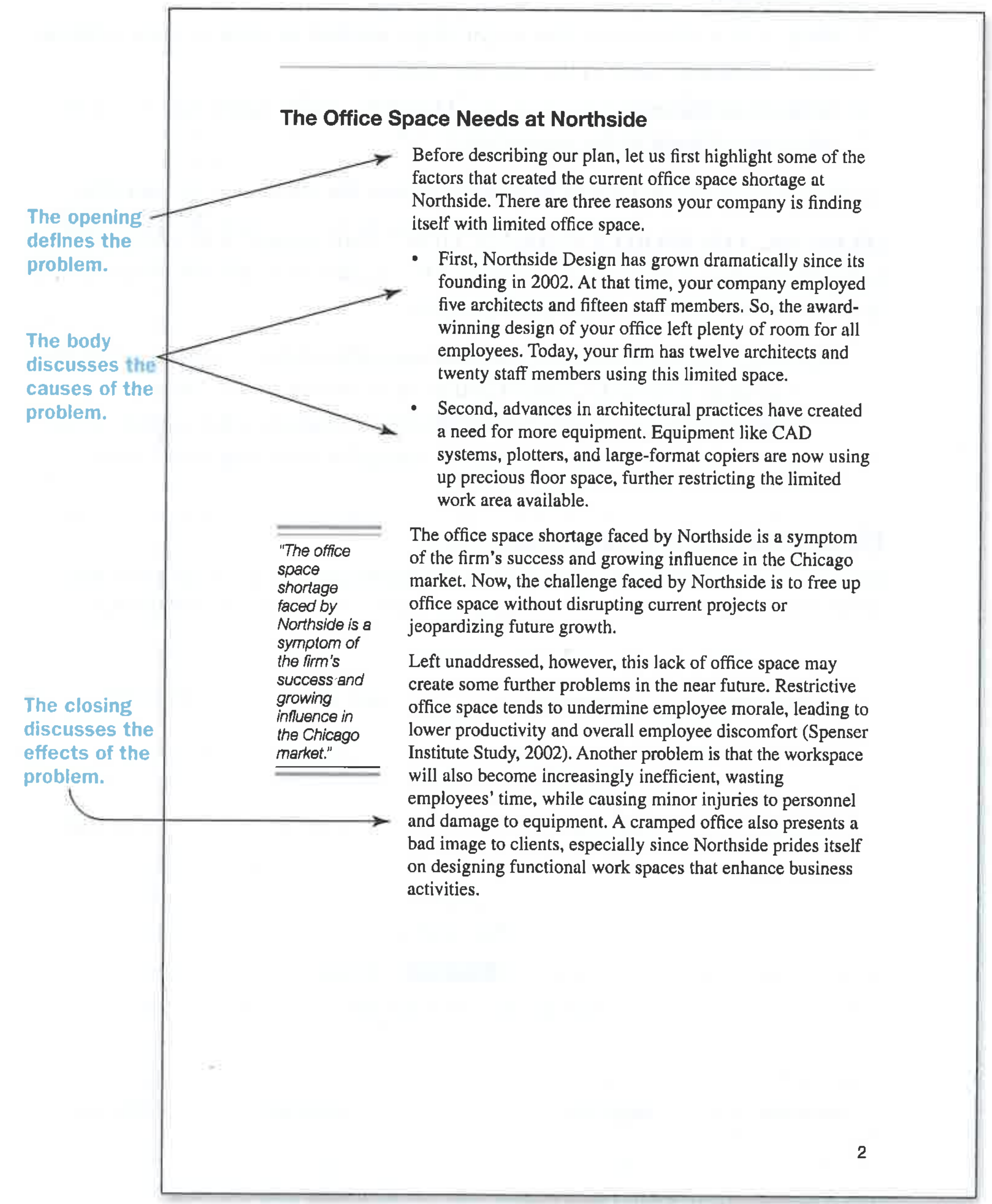
A proposal's *project plan* section offers a step-by-step method for solving the problem. Your goal is to tell your readers *how* you would like to handle the problem and *why* you would handle it that way. In this section, you should do the following:

- Identify the solution.
- State the objectives of the plan.
- Describe the plan's major and minor steps.
- Identify the deliverables or outcomes.

As you begin drafting this section, look back at your original purpose statement for the proposal, which you wrote during the planning phase. Now, imagine a solution that might achieve that purpose.

Figure 9.7 Example Current Situation Section

The current situation section includes an opening, a body, and a closing. The causes of the problem are discussed mainly in the body paragraphs, while the effects are usually discussed at the end of the section.



The Office Space Needs at Northside

Before describing our plan, let us first highlight some of the factors that created the current office space shortage at Northside. There are three reasons your company is finding itself with limited office space.

- First, Northside Design has grown dramatically since its founding in 2002. At that time, your company employed five architects and fifteen staff members. So, the award-winning design of your office left plenty of room for all employees. Today, your firm has twelve architects and twenty staff members using this limited space.
- Second, advances in architectural practices have created a need for more equipment. Equipment like CAD systems, plotters, and large-format copiers are now using up precious floor space, further restricting the limited work area available.

"The office space shortage faced by Northside is a symptom of the firm's success and growing influence in the Chicago market."

The office space shortage faced by Northside is a symptom of the firm's success and growing influence in the Chicago market. Now, the challenge faced by Northside is to free up office space without disrupting current projects or jeopardizing future growth.

Left unaddressed, however, this lack of office space may create some further problems in the near future. Restrictive office space tends to undermine employee morale, leading to lower productivity and overall employee discomfort (Spenser Institute Study, 2002). Another problem is that the workspace will also become increasingly inefficient, wasting employees' time, while causing minor injuries to personnel and damage to equipment. A cramped office also presents a bad image to clients, especially since Northside prides itself on designing functional work spaces that enhance business activities.

2

MAPPING OUT THE PROJECT PLAN When you have identified a possible solution, you can again use concept mapping to turn your idea into a plan:

1. Write your solution in the middle of your screen or a sheet of paper. Circle this solution.
2. Write down the two to five major steps needed to achieve that solution. Circle them and connect them to the solution.
3. Write down the minor steps required to achieve each major step. Circle them and connect them to the major steps.

As shown in Figure 9.8, your map should illustrate the basic steps of your plan.

DRAFTING THE PROJECT PLAN SECTION Your project plan section should have an opening, a body, and a closing. This section will describe step-by-step how you will achieve your project's purpose.

Opening—Identify your overall solution to the problem. You can even give your plan a name to make it sound more real (e.g., the "Restore Central Campus Project"). Your opening might also include a list of project objectives so readers can see what goals your plan is striving to achieve.

Figure 9.8 Mapping Out a Project Plan

Concept mapping will help you figure out how to solve the problem. In a map like the one shown here, you can visualize your entire plan by writing out the major and minor steps.

Body—Walk the readers through your plan step-by-step. Address each major step separately, discussing the minor steps needed to achieve that major step. It is also helpful to tell readers *why* each major and minor step is needed.

Closing—Summarize the final *deliverables*, or outcomes, of your plan. The deliverables are the goods and services that you will provide when the project is finished.

As shown in the example proposal in Figure 9.9, the project plan section explains *why* each step is needed and identifies *what* will be delivered when the project is finished.

AT A GLANCE The Project Plan

- Identify the solution.
- State the objectives of the plan.
- Describe the plan's major and minor steps.
- Identify the deliverables or outcomes.

Describing Qualifications

The qualifications section presents the credentials of your team or company, showing why your team is qualified to carry out the project plan. Minimally, the aim of this section is to demonstrate that your team or company is able to do the work. Ideally, you also want to prove that your team or company is *best qualified* to handle the project.

As you begin drafting this section, keep the following saying in mind: *What makes us different makes us attractive.* In other words, pay attention to the qualities that make your team or company different from your competitors. What are your company's strengths? What makes you better than the others?

A typical qualifications section offers information on three aspects of your team or company:

Description of personnel—Short biographies of managers who will be involved in the project; demographic information on the company's workforce; description of support staff.

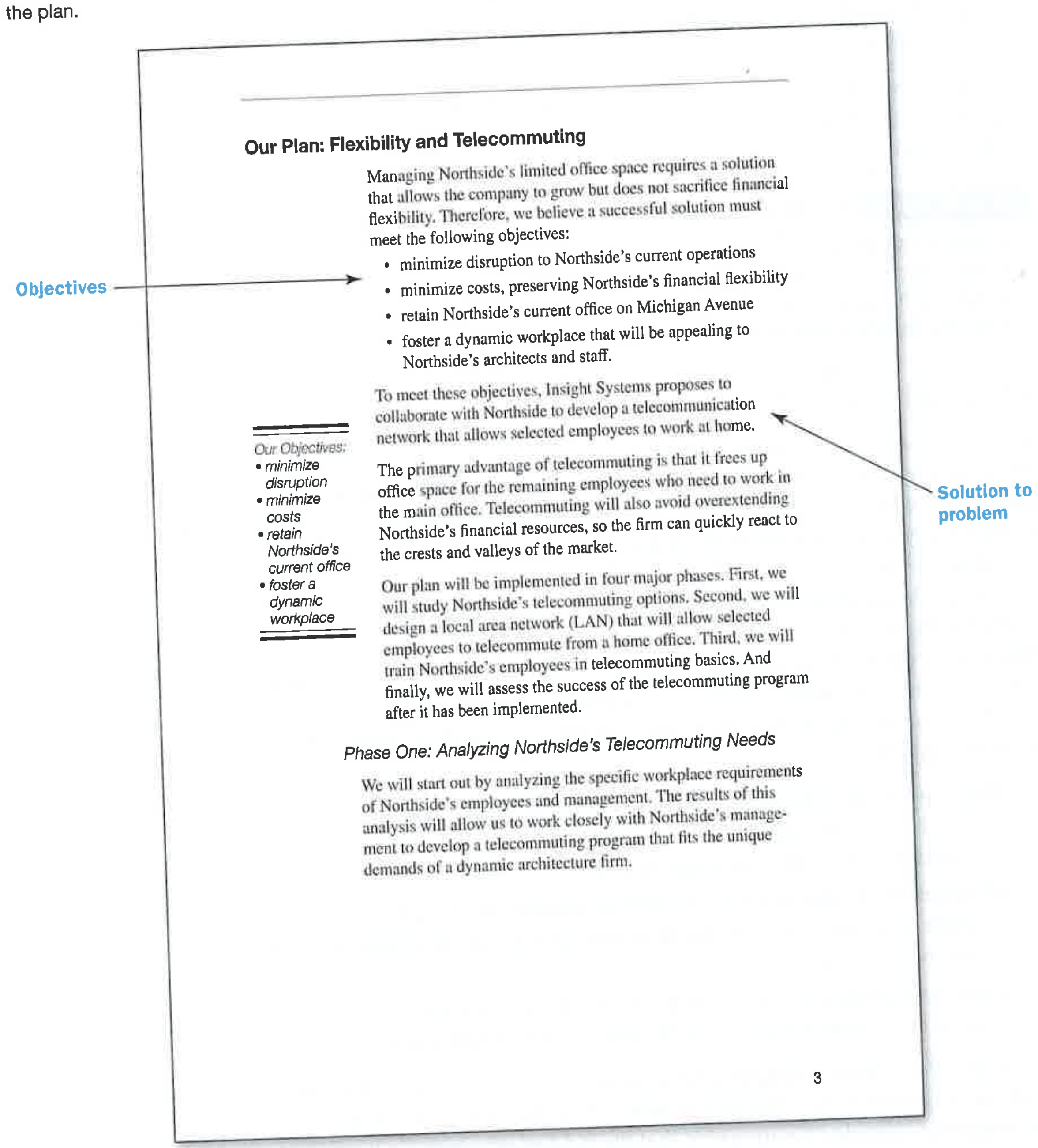
Description of organization—Corporate mission, philosophy, and history of the company; corporate facilities and equipment; organizational structure of the company.

Previous experience—Past and current clients; a list of similar projects that have been completed; case studies that describe past projects.

Figure 9.10 shows a sample qualifications section that includes these three kinds of information. Pay attention to how this section does more than *describe* the company—it makes an argument that the bidders are uniquely qualified to handle the project.

Figure 9.9 Project Plan Section

An effective project plan section includes an opening, a body, and a closing. The opening states the solution and offers some objectives. The body walks the readers through the plan's steps. The closing identifies the major deliverables of the plan.



Our Plan: Flexibility and Telecommuting

Managing Northside's limited office space requires a solution that allows the company to grow but does not sacrifice financial flexibility. Therefore, we believe a successful solution must meet the following objectives:

- minimize disruption to Northside's current operations
- minimize costs, preserving Northside's financial flexibility
- retain Northside's current office on Michigan Avenue
- foster a dynamic workplace that will be appealing to Northside's architects and staff.

Our Objectives:
- *minimize disruption*
- *minimize costs*
- *retain Northside's current office*
- *foster a dynamic workplace*

To meet these objectives, Insight Systems proposes to collaborate with Northside to develop a telecommunication network that allows selected employees to work at home.

The primary advantage of telecommuting is that it frees up office space for the remaining employees who need to work in the main office. Telecommuting will also avoid overextending Northside's financial resources, so the firm can quickly react to the crests and valleys of the market.

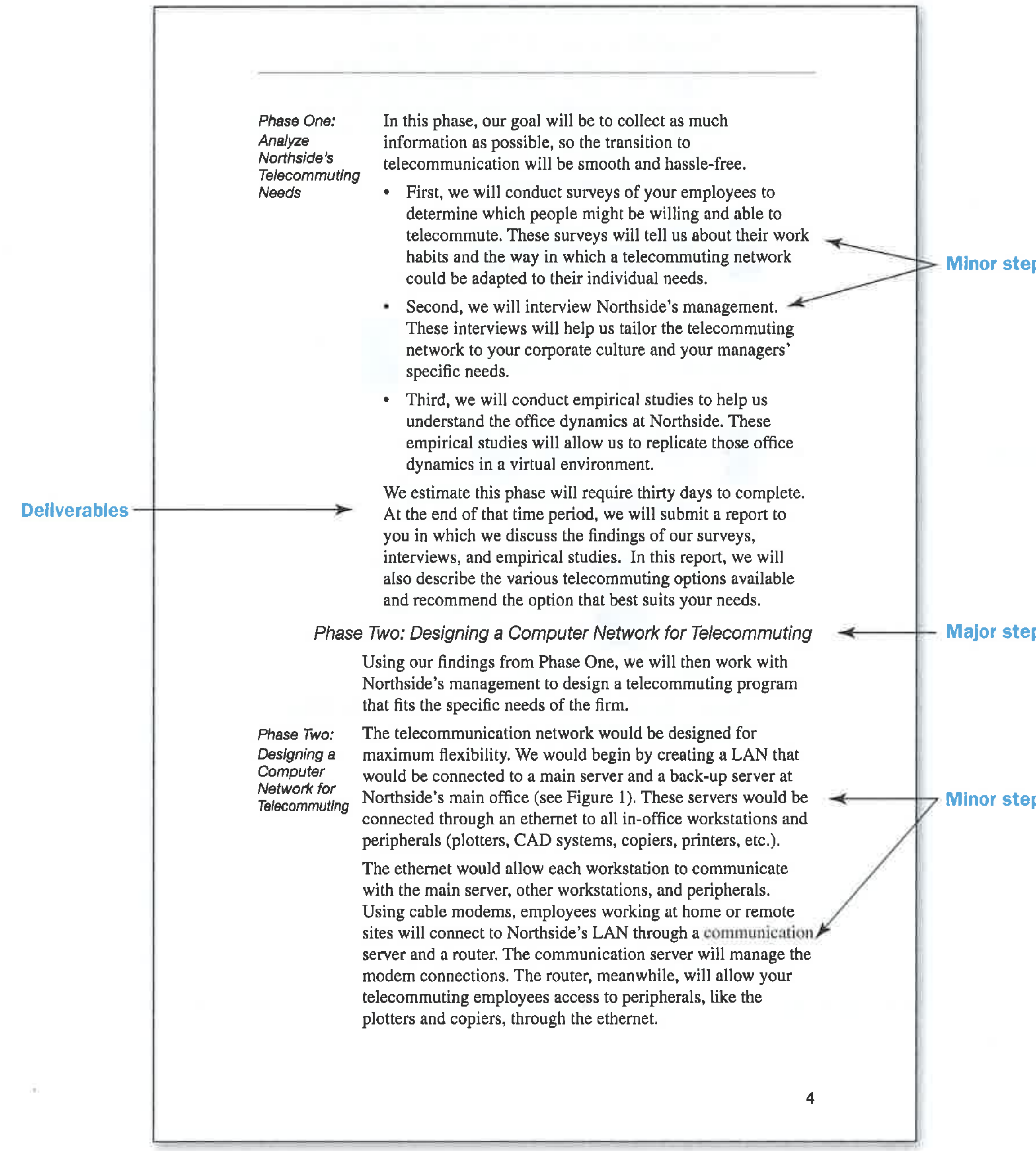
Our plan will be implemented in four major phases. First, we will study Northside's telecommuting options. Second, we will design a local area network (LAN) that will allow selected employees to telecommute from a home office. Third, we will train Northside's employees in telecommuting basics. And finally, we will assess the success of the telecommuting program after it has been implemented.

Phase One: Analyzing Northside's Telecommuting Needs

We will start out by analyzing the specific workplace requirements of Northside's employees and management. The results of this analysis will allow us to work closely with Northside's management to develop a telecommuting program that fits the unique demands of a dynamic architecture firm.

3

Figure 9.9 *(continued)*



Phase One: Analyze Northside's Telecommuting Needs

In this phase, our goal will be to collect as much information as possible, so the transition to telecommunication will be smooth and hassle-free.

- First, we will conduct surveys of your employees to determine which people might be willing and able to telecommute. These surveys will tell us about their work habits and the way in which a telecommuting network could be adapted to their individual needs.
- Second, we will interview Northside's management. These interviews will help us tailor the telecommuting network to your corporate culture and your managers' specific needs.
- Third, we will conduct empirical studies to help us understand the office dynamics at Northside. These empirical studies will allow us to replicate those office dynamics in a virtual environment.

We estimate this phase will require thirty days to complete. At the end of that time period, we will submit a report to you in which we discuss the findings of our surveys, interviews, and empirical studies. In this report, we will also describe the various telecommuting options available and recommend the option that best suits your needs.

Phase Two: Designing a Computer Network for Telecommuting

Using our findings from Phase One, we will then work with Northside's management to design a telecommuting program that fits the specific needs of the firm.

Phase Two: Designing a Computer Network for Telecommuting

The telecommunication network would be designed for maximum flexibility. We would begin by creating a LAN that would be connected to a main server and a back-up server at Northside's main office (see Figure 1). These servers would be connected through an ethernet to all in-office workstations and peripherals (plotters, CAD systems, copiers, printers, etc.).

The ethernet would allow each workstation to communicate with the main server, other workstations, and peripherals. Using cable modems, employees working at home or remote sites will connect to Northside's LAN through a communication server and a router. The communication server will manage the modem connections. The router, meanwhile, will allow your telecommuting employees access to peripherals, like the plotters and copiers, through the ethernet.

4

(continued)

Figure 9.9 *(continued)*

The router will also allow Northside's main office to connect easily with future branch offices and remote clients.

To ensure the security of the LAN, we will equip the network with the most advanced security hardware and software available. The router (hardware) will be programmed to serve as a "firewall" against intruders. We will also install the most advanced encryption and virus software available to protect your employees' transmissions.

Figure 1: The Local Area Network

The graphic illustrates a complex concept.

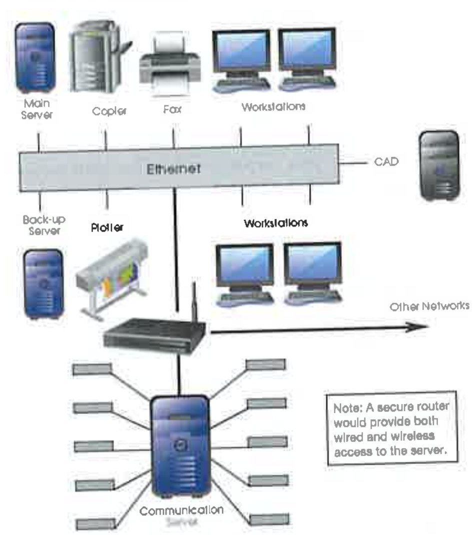


Figure 1: An ethernet allows you to interconnect the office internally and externally.

Figure 9.9 *(continued)*

Overall, the advantage of this LAN design is that Northside's telecommuting employees will have access to all the equipment and services available in the main office. Meanwhile, even traveling employees who are visiting clients will be able to easily tap into the LAN from their laptop computers.

Deliverables

Phase Three: Training Northside's Employees

Major steps

Experience has shown us that employees adapt quickly to telecommuting. Initially, though, we would need to train them how to access and use the LAN from workstations inside and outside the office.

Phase Three: Training Northside's Employees

To fully train your employees in telecommuting basics, we would need two afternoons (eight hours). We will show them how to communicate through the network and access peripherals at the main office. The training will also include time management strategies to help your employees adjust to working outside the office. We have found that time management training helps employees work more efficiently at home—often more efficiently than they work in the office.

Minor steps

Insight Systems maintains a 24-hour helpline that your employees can call if they have any questions about using the LAN. Also, our website contains helpful information on improving efficiency through telecommuting.

Phase Four: Assessing the Telecommuting Program

To ensure the effectiveness of the telecommuting network, we will regularly survey and interview your managers and employees to solicit their reactions and suggestions for improvements. These surveys and interviews will be conducted every three months for two years.

Phase Four: Assessing the Telecommuting Program

We will be particularly interested in measuring employee satisfaction with telecommuting, and we will measure whether they believe their efficiency has increased since they began working at home through the LAN. The results of these assessments will help us fine-tune the LAN to your employees' needs.

After each three-month survey, we will submit a progress report to Northside that discusses our findings. At the end of the two-year period, we will submit a full report that analyzes our overall findings and makes suggestions for improving the telecommuting program in the future.

Figure 9.10 Qualifications Section

An effective qualifications section shows why your team or company is qualified, or is the best qualified, to handle a project. In this sample, notice how the section makes a clean argument by emphasizing experience.

When we complete this plan, Northside Design will have a fully functional telecommuting network that will allow selected employees to work from home. You should see an immediate improvement in productivity and morale. Meanwhile, you will be able to stay financially flexible to compete in the Chicago architectural market.

Qualifications at Insight Systems

The opening paragraph makes a claim that the qualifications section will support.

At Insight Systems, we know this moment is a pivotal one for Northside Design. To preserve and expand its market share, Northside needs to grow, but it cannot risk overextending itself financially. For these reasons, Insight Systems is uniquely qualified to handle this project, because we provide flexible, low-cost telecommuting networks that help growing companies stay responsive to shifts in their industries.

Management and Labor

With over seventy combined years in the industry, our management team offers the insight and responsiveness required to handle your complex growth needs. (The résumés of our management team are included in Appendix B).

"With over seventy combined years in the industry, our management team offers the insight and responsiveness required to handle your complex growth needs."

Hanna Gibbons, our CEO, has been working in the telecommuting industry for over 20 years. After she graduated from MIT with a Ph.D in computer science, she worked at Krayson International as a systems designer. Then years later, she had worked her way up to Vice President in charge of Krayson's Telecommuting Division. In 2005, Dr. Gibbons took over as CEO of Insight Systems. Since then, Dr. Gibbons has built this company into a major industry leader with gross sales of $15 million per year.

Description of personnel

Frank Roberts, Chief Engineer at Insight Systems, has 30 years of experience in the networked computer field. He began his career at Brindle Labs, where he worked on artificial intelligence systems using analog computer networks. In 2000, he joined the Insight Systems team, bringing his unique understanding of networking to our team. Frank is very detail oriented, often working long hours to ensure that each computer network meets each client's exact specifications and needs.

7

Figure 9.10 *(continued)*

Lisa Miller, Insight System's Senior Computer Engineer, has successfully led the implementation of thirty-three telecommuting systems in companies throughout the United States. Earning her computer science degree at Iowa State, Lisa has won numerous awards for her innovative approach to computer networking. She believes that clear communication is the best way to meet her clients' needs.

Our management is supported by one of the most advanced teams of high technology employees. Insight Systems employs twenty of the brightest engineers and technicians in the telecommunications industry. We have aggressively recruited our employees from the most advanced universities in the United States, including Stanford, MIT, Illinois, Iowa State, New Mexico, and Syracuse. Several of our engineers have been with Insight Systems since it was founded.

Corporate History and Facilities

Insight Systems has been a leader in the telecommuting industry from the beginning. In 2002, the company was founded by John Temple, a pioneer in the networking field. Since then, Insight Systems has followed Dr. Temple's simple belief that computer-age workplaces should give people the freedom to be creative.

Description of organization

"Insight Systems earned the coveted '100 Companies to Watch' designation from Business Outlook Magazine."

Recently, Insight Systems earned the coveted "100 Companies to Watch" designation from *Business Outlook Magazine* (May 2013). The company has worked with large and small companies, from Vedder Aerospace to the Cedar Rapids Museum of Fine Arts, to create telecommuting options for companies that want to keep costs down and productivity high.

Insight Systems' Naperville office has been called "a prototype workspace for the information age" (*Gibson's Computer Weekly*, May 2006). With advanced LAN systems in place, only ten of Insight System's fifty employees actually work in the office. Most of Insight Systems' employees telecommute from home or on the road.

Experience You Can Trust

Our background and experience give us the ability to help Northside manage its needs for a more efficient, dynamic office space. Our key to success is innovation, flexibility, and efficiency.

8

You should never underestimate the importance of the qualifications section in a proposal. In the end, your readers will not accept the proposal if they do not believe that your team or company has the personnel, facilities, or experience to do the work.

Concluding with Costs and Benefits

Most proposals end by summarizing the benefits of the project and identifying the costs of the project. The conclusion of a proposal usually makes most of these five moves:

Move 1: Make an obvious *transition* that signals the conclusion.

Move 2: State the *costs* of the project.

Move 3: Summarize the *benefits* of the project.

Move 4: Briefly *describe the future* if the readers accept the proposal.

Move 5: *Thank* the readers and offer contact information.

Start out the conclusion section by making an obvious transition that will wake up your readers. Say something like, "Let us conclude by summarizing the costs and benefits of our plan." Then, tell them the costs in a straightforward way without an apology or sales pitch.

As shown in our budget, this renovation will cost $287,000.

We anticipate that the price for retooling your manufacturing plant will be $5,683,000.

After the costs, summarize or list the two to five major benefits of saying yes to your project. Usually, these benefits are the deliverables you mentioned in the project plan section earlier in your proposal. By putting these benefits right after the costs, you can show readers exactly what they will receive for their investment.

Then, add a paragraph in which you describe the future benefits for the readers if they agree to your ideas. Describe how their investment in your plan will improve their company or organization.

Finally, thank the readers for their consideration of the proposal and offer contact information (e.g., phone number and e-mail address) where they can reach you if they have more questions or need more information.

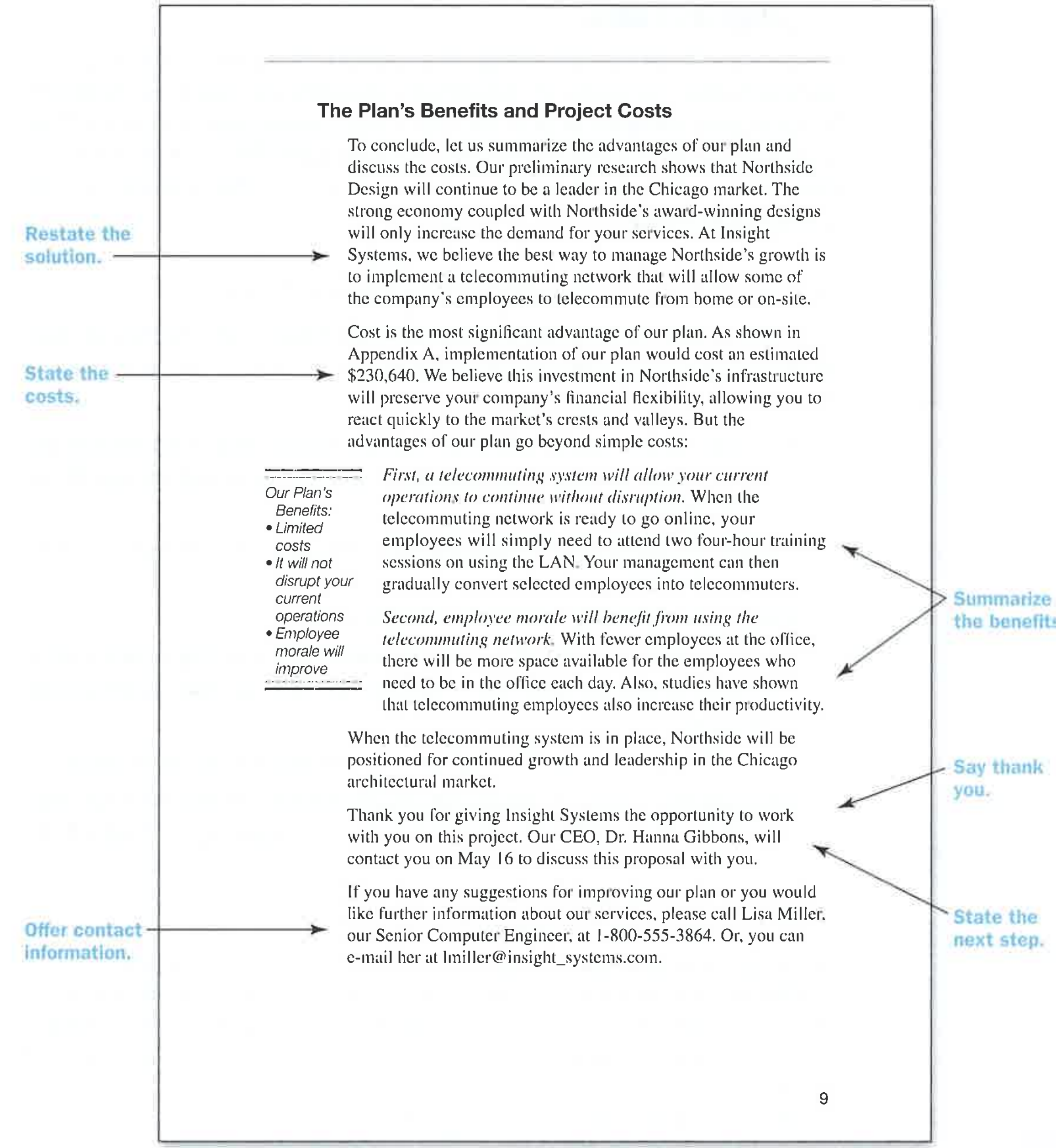
In most cases, your discussion of the benefits should not add new ideas to the proposal. In Figure 9.11, for example, notice that this proposal's costs and benefits section really doesn't add anything new to the proposal, except the cost of the project.

AT A GLANCE **Concluding a Proposal**

- Restate the proposal's main point (the solution).
- Say thank you.
- Describe the next step.
- Provide contact information.

Figure 9.11 Costs and Benefits Section

The costs and benefits section, as well as the proposal's conclusion, are shown here. To end on a strong note, the costs and benefits section summarizes the benefits of saying yes. Afterward, the conclusion should thank the readers and tell them the next step.



The Plan's Benefits and Project Costs

To conclude, let us summarize the advantages of our plan and discuss the costs. Our preliminary research shows that Northside Design will continue to be a leader in the Chicago market. The strong economy coupled with Northside's award-winning designs will only increase the demand for your services. At Insight Systems, we believe the best way to manage Northside's growth is to implement a telecommuting network that will allow some of the company's employees to telecommute from home or on-site.

Cost is the most significant advantage of our plan. As shown in Appendix A, implementation of our plan would cost an estimated $230,640. We believe this investment in Northside's infrastructure will preserve your company's financial flexibility, allowing you to react quickly to the market's crests and valleys. But the advantages of our plan go beyond simple costs:

Our Plan's Benefits:
- *Limited costs*
- *It will not disrupt your current operations*
- *Employee morale will improve*

First, a telecommuting system will allow your current operations to continue without disruption. When the telecommuting network is ready to go online, your employees will simply need to attend two four-hour training sessions on using the LAN. Your management can then gradually convert selected employees into telecommuters.

Second, employee morale will benefit from using the telecommuting network. With fewer employees at the office, there will be more space available for the employees who need to be in the office each day. Also, studies have shown that telecommuting employees also increase their productivity.

When the telecommuting system is in place, Northside will be positioned for continued growth and leadership in the Chicago architectural market.

Thank you for giving Insight Systems the opportunity to work with you on this project. Our CEO, Dr. Hanna Gibbons, will contact you on May 16 to discuss this proposal with you.

If you have any suggestions for improving our plan or you would like further information about our services, please call Lisa Miller, our Senior Computer Engineer, at 1-800-555-3864. Or, you can e-mail her at lmiller@insight_systems.com.

9

Step 3: Choose the Style, Design, and Medium

9.4 Use persuasive style and attractive design to influence the proposal's readers.

Good choices about the style, design, and medium are crucial to your proposal's success. A clear, persuasive proposal that is attractive and easy to navigate will be much more competitive than one that sounds boring and looks plain. Plus, good style and design help inspire trust in your readers. The appropriate media, meanwhile, will make your proposal easier to access, while enhancing your readers' experience.

A Balance of Plain and Persuasive Styles

Proposals need to educate and persuade, so they tend to use a mixture of plain and persuasive styles. Here are a few suggestions for how to improve the style of your proposal:

- **Use plain style in places where description is most important, such as the current situation section, the project plan section, and the qualifications section.**
- **Define any words that might not be familiar to your primary readers (action takers).**
- **Keep sentences short, within breathing length.**
- **Use persuasive style in places where readers are expected to make decisions, such as the proposal's introduction and the costs and benefits section.**
- **Use similes and analogies to explain complex issues in familiar terms.**
- **Set a specific tone by mapping out words and phrases that are associated with an emotion you want to project in your proposal (see Figure 9.12).**

An Attractive, Functional Design

The design of your proposal needs to be visually appealing while helping readers find the information they need. Figure 9.13, for example, shows the first page of a well-designed proposal. Notice how the design of the proposal sets a professional, progressive tone for the whole document—even before you start reading.

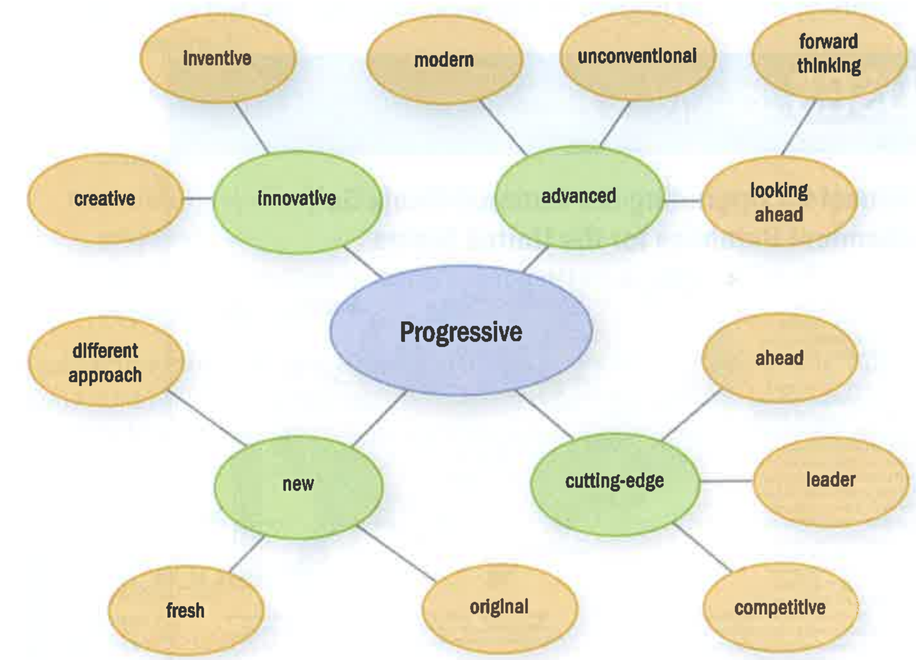
Here are some design tips for proposals:

- **Where possible, put data into tables or charts that the readers can review.**
- **Use graphs to illustrate any trends in the data or facts.**

Link
For more information on using graphics, see Chapter 14.

Figure 9.12 Mapping to Set a Tone

Concept mapping can help you develop a tone for your proposal. To make your proposal sound "progressive," you can use the words shown in a map like this one throughout your text.



- **Clarify and reinforce important points with images, illustrations, and maps.**
- **Expand the outside margin to provide room for pull quotes or reader notes.**
- **Use page numbers to allow easy references in meetings.**
- **Add color to give energy, especially to headings, headers, and footers.**
- **Use headings and lists to help readers locate the information they need.**

Professional design is crucial for catching and holding your readers' attention. Don't expect your proposal's content alone to persuade them to say yes.

A Dynamic Use of Medium

The appropriate medium is also an important choice. Paper is still the norm for most proposals, but increasingly, companies are using multimedia, websites, and presentation software to deliver their ideas.

Link
For more information on page and screen layout, see Chapter 13.

re 9.13 Sample Proposal Design

ge design of this proposal sets a professional tone while helping readers scan for important information. The tone
vith positive words and phrasings, while the graphics and headings make the information easy to access.

: U.S. Geological Survey, 2003

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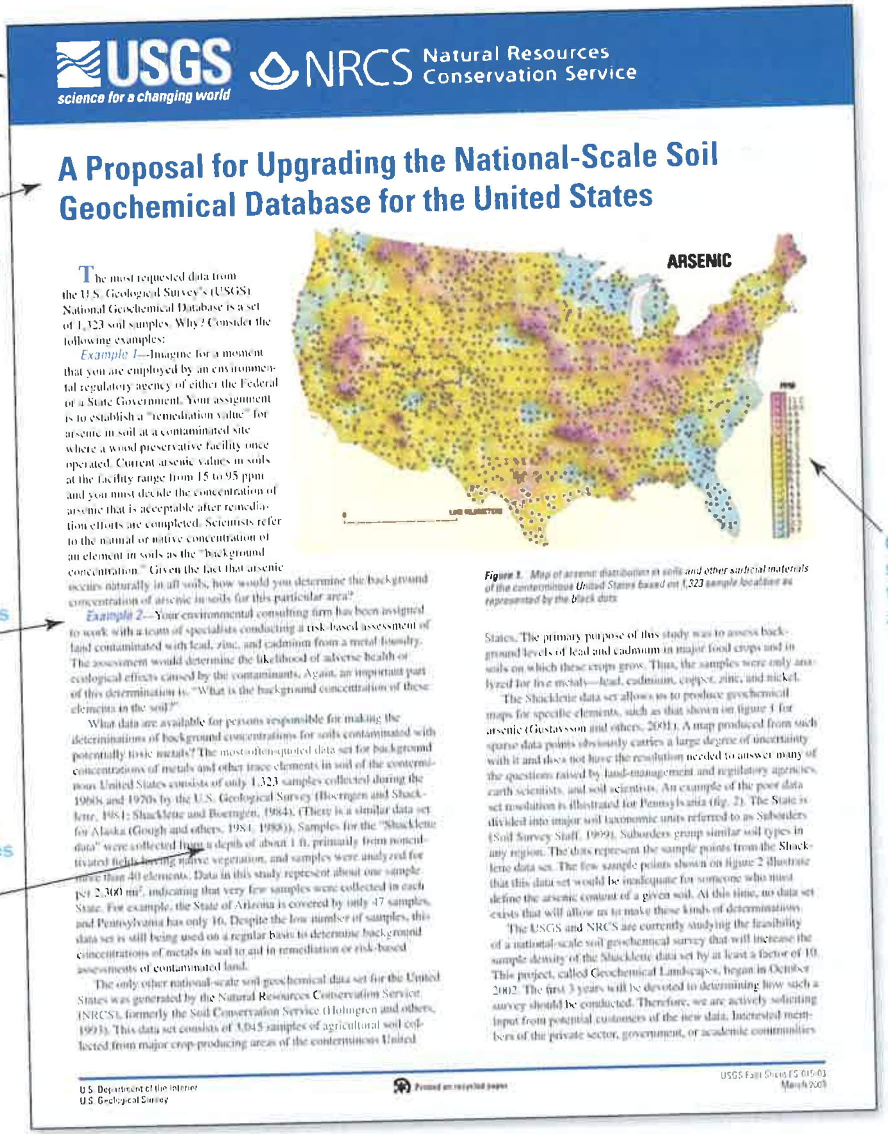

Graphic
supports
text while
adding color.

Here are a few suggestions for using media to enhance your proposal:

Use presentation software, such as PowerPoint or Keynote, to summarize your proposal into slides.

Add videos that are embedded in the text or that can be linked to sites on the Internet.

Create a companion website that allows readers to learn more about the problem you are trying to solve and the products or services you are promoting.

Include appropriate background music in a multimedia version of the proposal.

Create a model or display that can demonstrate how the finished product or project will look.

Increasingly, proposals use a variety of communication media, such as video, audio, and oral presentations to provide a multimedia package to the readers. You should look for ways to use media to do something extra that will make your proposal stand out.

Link

For more information on developing oral presentations with presentation software, see Chapter 15.

Microgenre

The Elevator Pitch

An elevator pitch is a one- or two-minute proposal that pitches a new idea, project, or service to potential investors or clients. If you type "Elevator Pitch Competition" into an Internet search engine, you will find videos of competitions in which entrepreneurs or college students compete to give the best elevator pitches. Pitch websites like Kickstarter also allow entrepreneurs to seek funding for new products and services. The best elevator pitches sell a good idea quickly.

Here is how to create your own elevator pitch:

Introduce yourself and establish your credibility. Remember that people invest in other *people,* not in projects. So tell them *who* you are and *what* you do.

Grab them with a good story. You need to grab your audience's attention right away. Ask, "What if _____?" or explain, "Recently, _____ happened, and we knew there must be a better way."

Present your big idea in one sentence. Don't make them wait. Hit them with your best idea up front in one sentence.

Give them your best two or three reasons for doing it. The secret is to sell your idea, not explain it. List your best two or three reasons with minimal explanation.

Mention something that distinguishes you and your idea from the others. What is unique about your idea? How does your idea uniquely fit your audience's prior investments?

Offer a brief cost-benefit analysis. Show them very briefly that your idea is worth their investment of time, energy, or money.

Make sure they remember you. End your pitch by telling them something memorable about you or your organization. Make sure you put your contact information in their hand (e.g., a business card

Write

Make your own elevator pitch. Think of a new product or service that might be useful to students at your university. Then, with a team of other students, write a persuasive one-minute elevator pitch. If time allows, present your pitch to your class.

SOURCE: 3D Growers by Logro Farms. Used with permission.

3D GROWERS
BY LOGRO FARMS

3D Growers are a new line of custom 3D printed planters designed to give you a personalized gardening space at home. Create your own unique planter from a limitless combination of shapes, sizes, colors and materials to choose from. We're offering a huge variety of 3D Growers for this campaign, including planters for your kitchen counter, hanging planters, special planter sets, an educational pack, jumbo-sized planters, and even planters you can wear and take with you on the go.

3D Growers combine the latest developments in **3D printing, home gardening,** and **creative design** into a completely personalized growing experience.

How Does It Work?

Choose a Planter Design that best matches your lifestyle and personality.

Select a Size ranging from 1 inch up to 20 inches. Wearable planters come in sizes up to 4 inches, large planters come in sizes up to 8 inches, and our jumbo planters can be as big as 20 inches.

Pick a Material from a variety of options, including traditional plastics, plant-based plastics, nylon, and more. We're even offering brand new sustainable options that are made with recycled materials like brewers grains and coffee grounds!

Choose a Color or color combination that matches your style. We'll have many colors for you to choose from, including some special glow in the dark varieties.

Select a Grow Pack of organic soil and seeds to grow in your planter. Grow packs come with plant varieties, including different types of herbs, mushrooms, and microgreens. Of course, you can always grow your favorite plants from your local nursery too!

We are offering a wide variety of 3D Growers for this campaign, including wearable planters, large individual planters, planter sets, jumbo planters, and educational planter packs. Simply pick your favorite piece from our collection and customize it with your choice of size, color, and materials. You can even have a totally unique planter design created based on your pictures and ideas.

Company Background

Logro Farms is an award winning sustainable farm in Austin that produces hydroponic herbs, gourmet mushrooms, and a collection of home gardening kits. Since launching with Kickstarter in 2013, Logro has grown into a thriving business and has become an important member of the sustainable farming community.

The company utilizes the latest advancements in botany, mycology, and systems biology to grow organic produce and create extremely low-waste food products. Logro strongly believes in a style of full-cycle farming that has a positive impact on the environment and uses recycled materials as much as possible. Logro Farms received the 2015 City of Austin Small Business Award for Excellence in Promoting the Circular Economy from Mayor Steve Adler.

Why We Need Your Support

By contributing to our project, you will not only get your very own custom planter, but you'll be supporting a team of passionate entrepreneurs with a vision for healthy, fun, and sustainable food grown in every home. **Thanks for your support!**

Your contribution will be used to:
- Purchase a production-level 3D printer and post-production equipment.
- Grow the team with new designers and production specialists.
- Complete a database of initial 3D Grower designs.