

Writing 50E Proposal Checklist

Cover page: team member names; title of proposal; "Writing 50E"

Letter of transmittal: "Please find attached our proposal..." etc.

Table of contents (include tab dividers)

Executive summary

Marketing

- Targeted customer demographics
- Statistics relating to product demand
- Survey of competitors' products, incl. prices and features
- Differentiation of your product from the competition
- Trademark and branding
- Potential spin-offs
- Material costs
- Assembly costs
- Shipping costs
- Legal and regulatory costs (if any)

Engineering

- Brief history and background of product
- Patent/IP history and your IP opportunities
- How your product works
- Human factors considerations: ergonomics, safety, intuitiveness of use
- Material selection
- Manufacturing methods
- Quality control / quality assurance
- FMEA matrix
- Troubleshooting (responds to FMEA)

Installation Instructions and Troubleshooting Guide (with 1-2 diagrams)

Team Info

- Team member biographies (1-2 paragraphs each)
- Team member resumes

Appendix

- Appendix A
- Appendix B
- ...and so on...