

Speaking PowerPoint

# Images

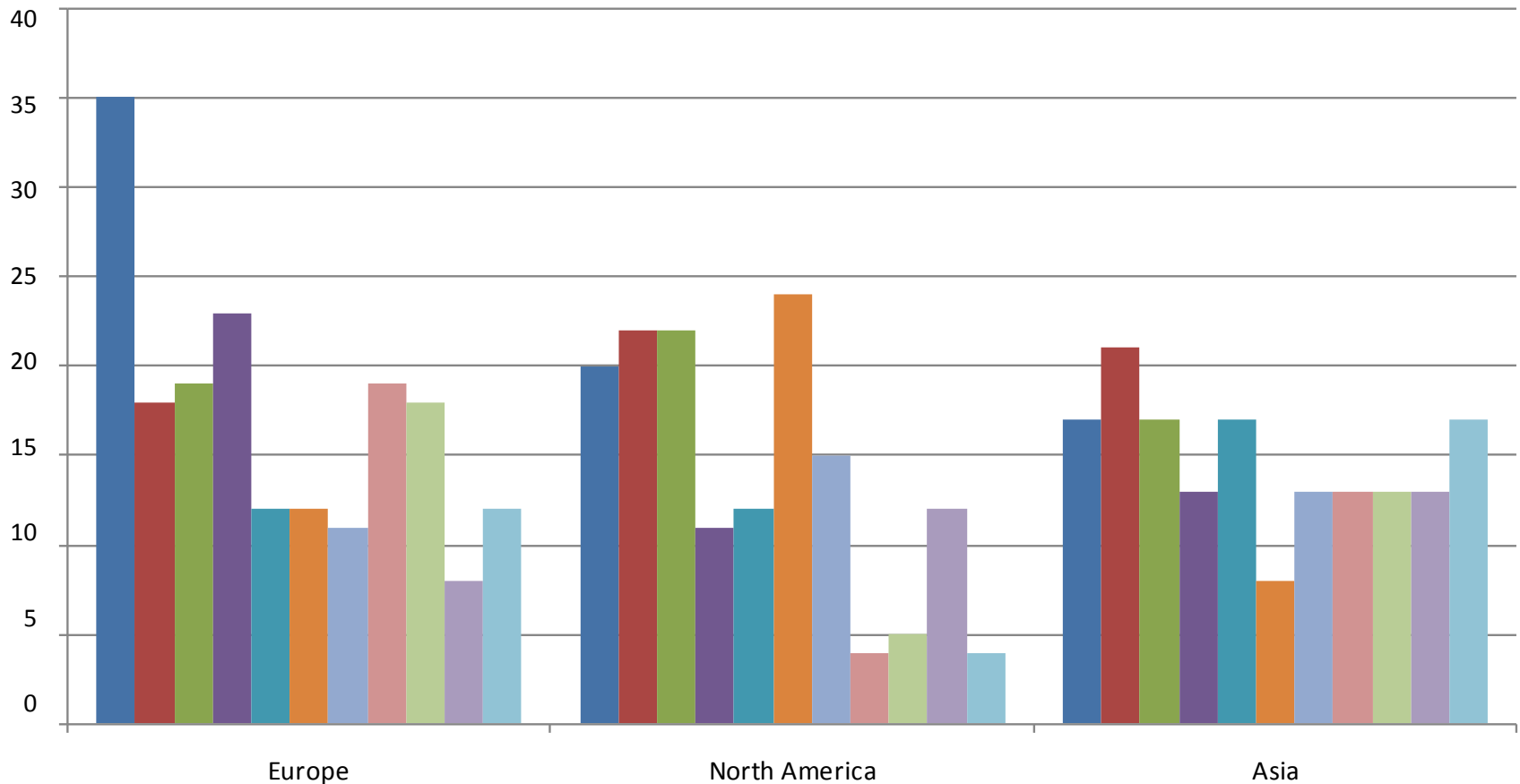
Chapter 1

# The New Language of 21<sup>st</sup> Century Business



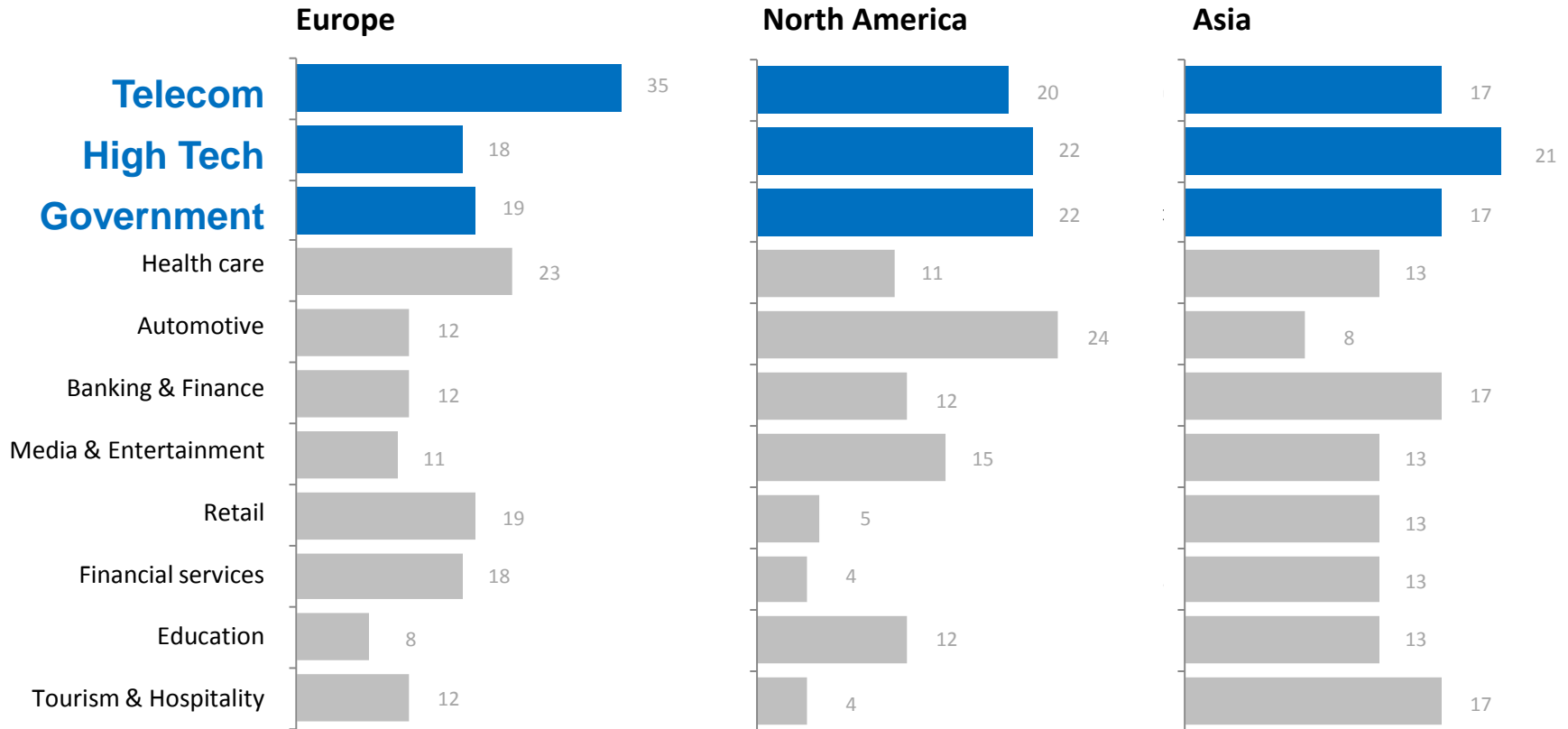


# Key Verticals Focused Upon

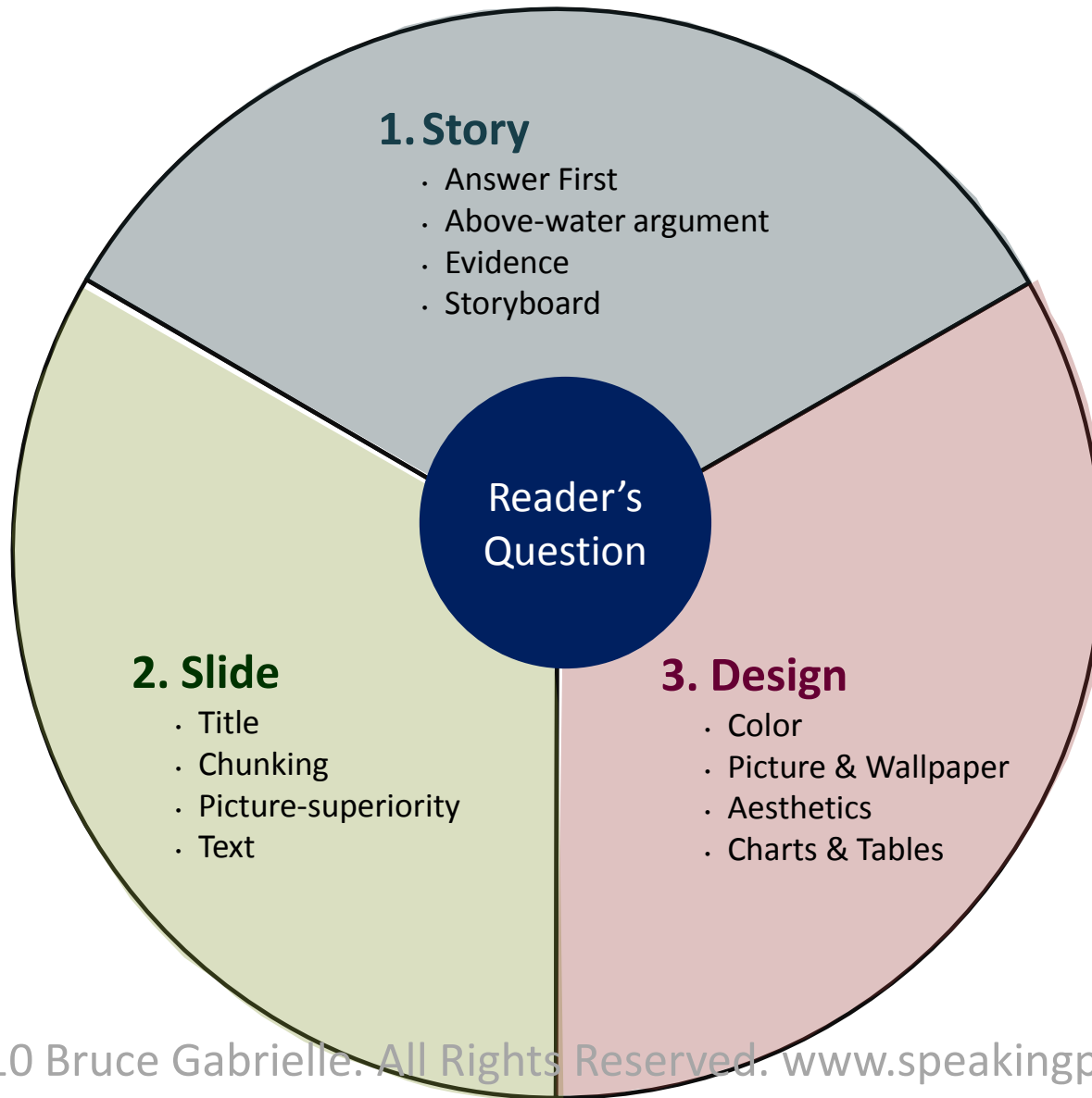


Our primary focus should be **Telecom, High Technology and Government** because they show the highest interest in our product

*Percentage of firms who rated our product very or extremely interesting*



# The Mindworks Presentation Method



Chapter 2

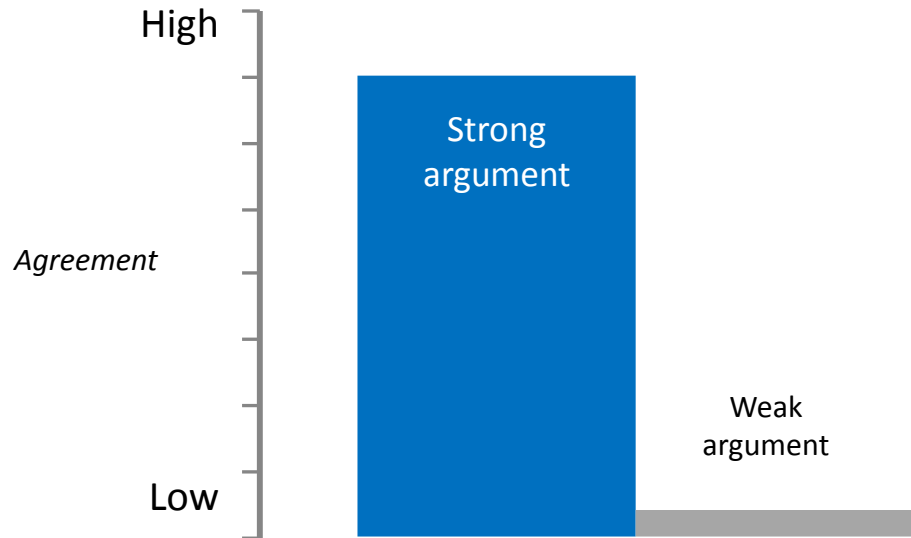
# Boardroom-style PowerPoint

**Our primary  
market  
should be  
female  
professionals**



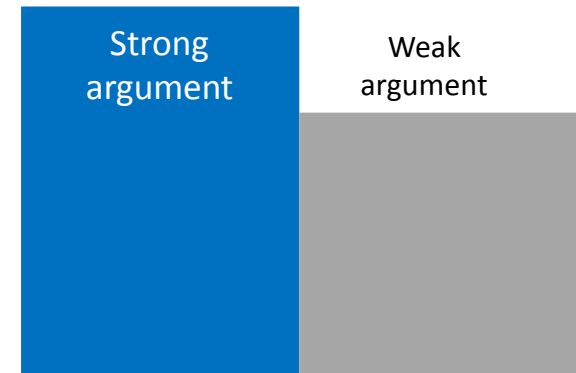
## Motivated readers

sensitive to  
strength of argument



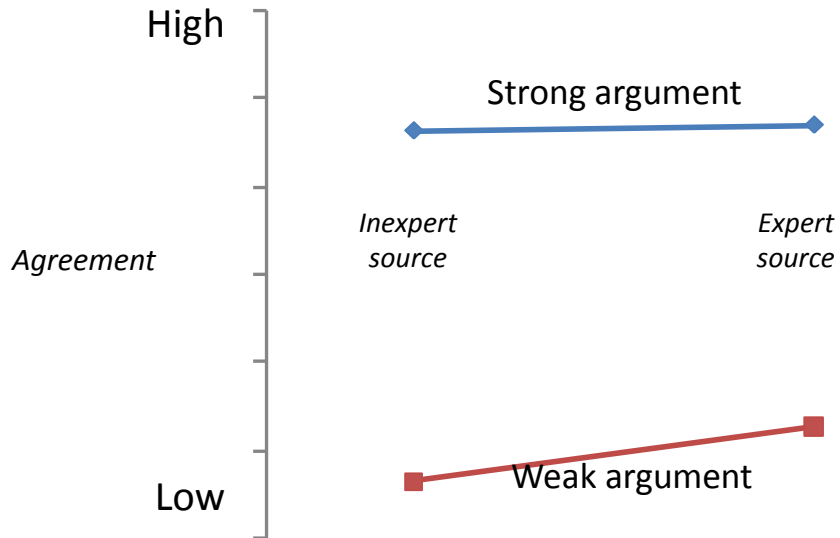
## Unmotivated readers

don't work hard to  
evaluate the argument



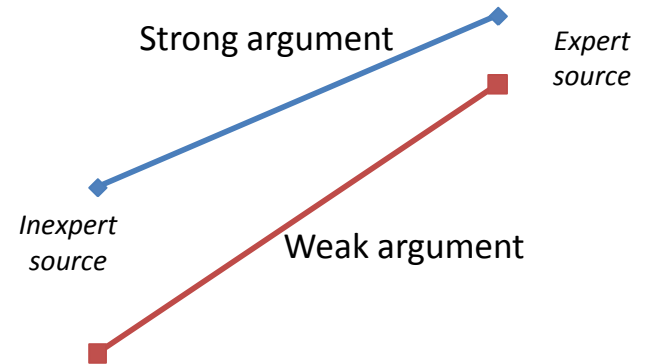
## Motivated readers

agreement not swayed by  
source credibility



## Unmotivated readers

agreement greatly swayed by  
source credibility

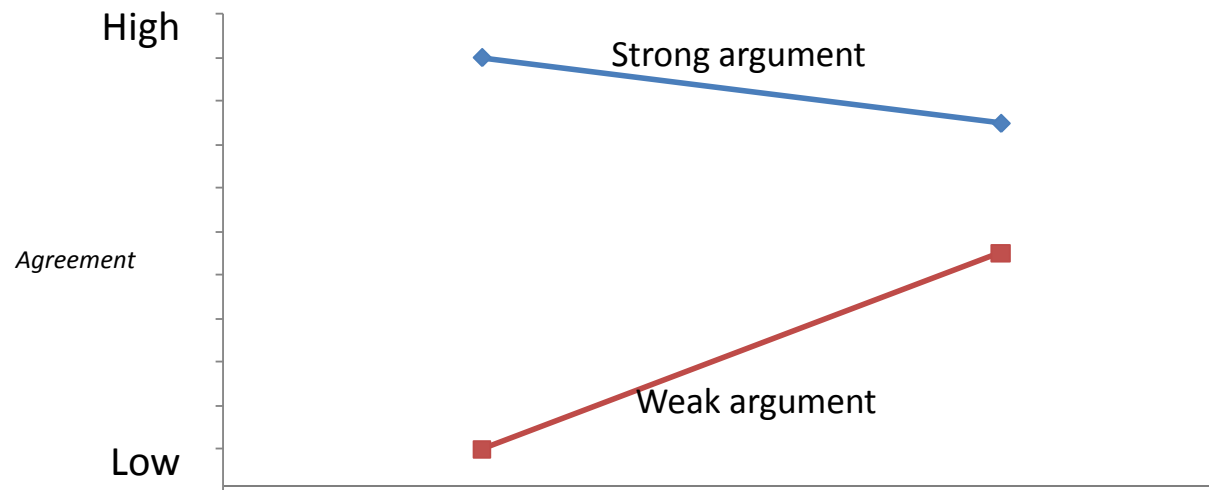


## Low distraction

strong arguments agreed  
with significantly more than  
weak arguments

## Distracted

strong arguments got weaker  
and weak arguments got  
stronger



TOPIC: \_\_\_\_\_

THESIS SENTENCE: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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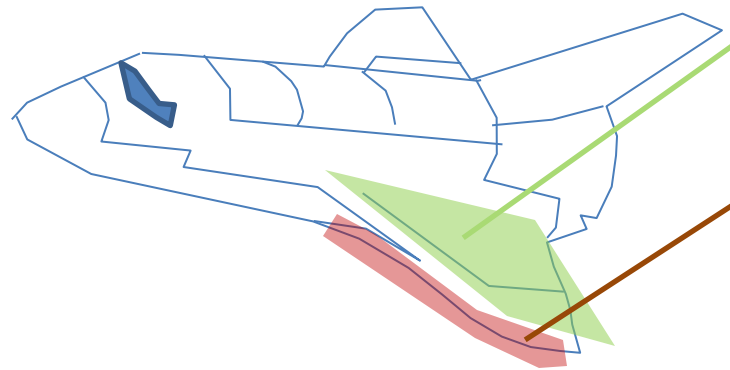
# Review of Test Data Indicates Conservatism for Tile Penetration

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- The existing SOFI on tile test data used to create Crater was reviewed along with STS-87 Southwest Research data
  - Crater overpredicted penetration of tile coating significantly
    - Initial penetration to described by normal velocity
      - Varies with volume/mass of projectile (e.g., 200ft/sec for 3cu. In)
    - Significant energy is required for the softer SOFI particle to penetrate the relatively hard tile coating
      - Test results do show that it is possible at sufficient mass and velocity
    - Conversely, once tile is penetrated SOFI can cause significant damage
      - Minor variations in total energy (above penetration level) can cause significant tile damage
  - Flight condition is significantly outside of test database
    - Volume of ramp is 1920cu in vs 3 cu in for test

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# We need additional in-orbit photos of the wing



## Best-case scenario

SOFI struck heat tiles and caused insignificant damage

## Worst-case scenario

SOFI struck leading edge of wing and completely penetrated to aluminum frame

## Crater predicts complete penetration

Crater predicts the SOFI caused damage that was deeper than the depth of the protective shield on the wing edge, indicating complete penetration to the aluminum frame. Significant energy is required for the softer SOFI particle to penetrate the relatively hard tile coating. Test results do show that it is possible at sufficient mass and velocity

## Results inconclusive

SOFI that hit Columbia is 1920cu in, while the largest projectile in the test database is 3 cu in. Most of the data in our database is of projectiles of a small mass and velocity than the SOFI that hit Columbia. The larger the projectile, the more likely it is to cause penetration even at low speeds (eg. 200ft/sec at 3cu in)

## Potentially critical damage

An angle of impact less than 15% is a glancing blow and would cause little or no damage. An angle of impact greater than 15% increases the damage. Minor variations in total energy (above penetration level) can cause significant tile damage

Chapter 3

# Answer First

# Summary

---

- Our company needs to win 1,100 new customers onto our email platform
- Competitor is winning early adopters and becoming perceived as the market leader
- How can we regain the lead in customers' minds?

# Recommendation

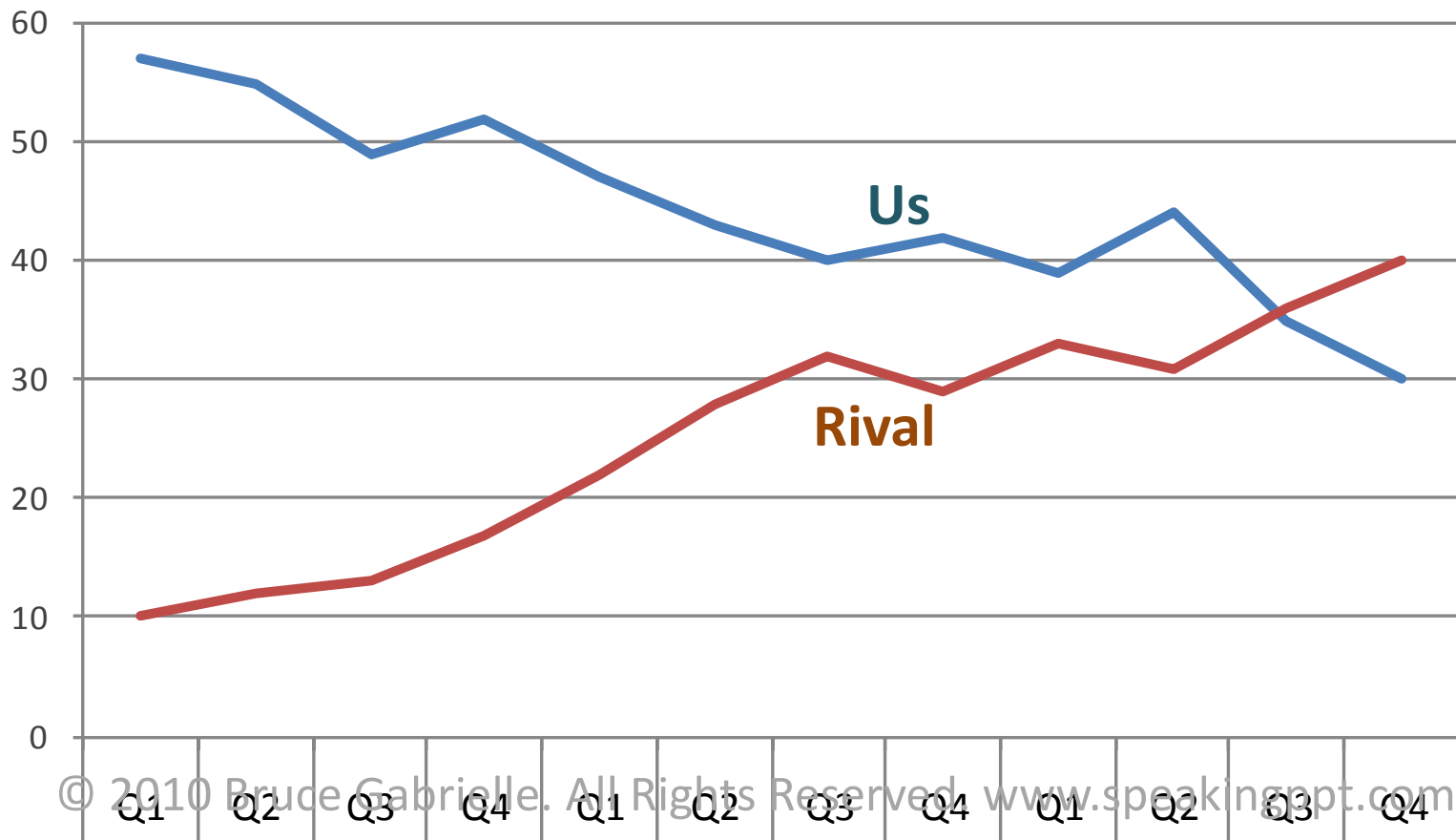
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- Call-downs to drive attendance at webinars and local events
- Trade shows to generate leads for call-downs
- Joint news releases and case studies with customers

# We are losing share to Rival

Our share has dropped to 30% from 55%...

While Rival's share has increased to 40% from 10%



Chapter 4

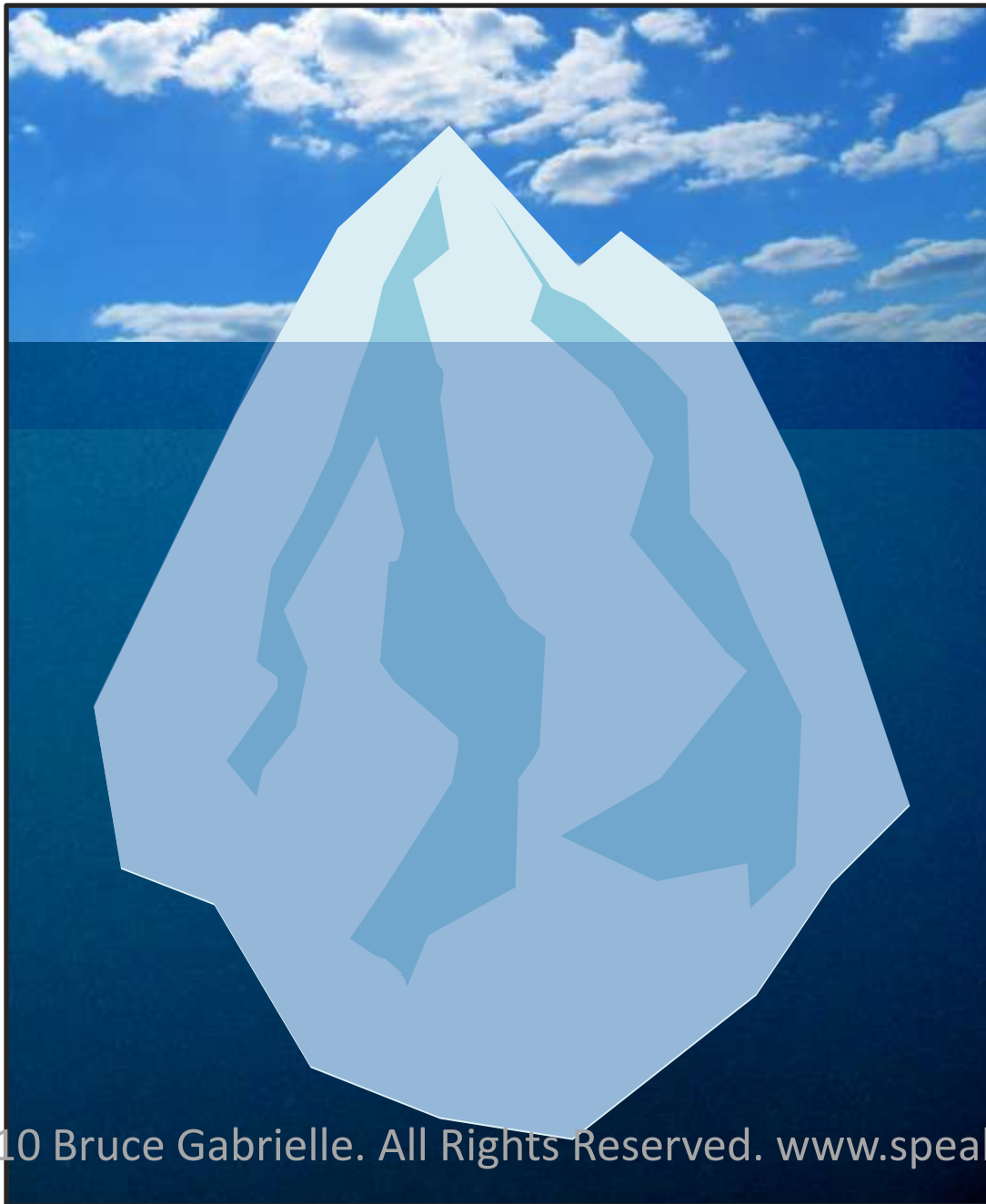
# Above-water Argument





Details

**Answer**



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**Answer**

**Conclusion**

**Above-water  
argument**

Argument 1

Argument 2

Argument 3

**Evidence**

Awareness

Message Testing

Website visitors

Perceptions

Comp Analysis

CUSAT

Support calls

Sales Trends

Market Share

Net Promoter  
Score

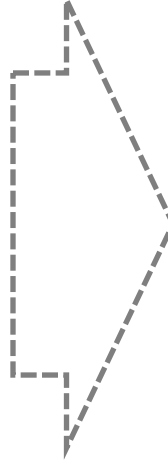
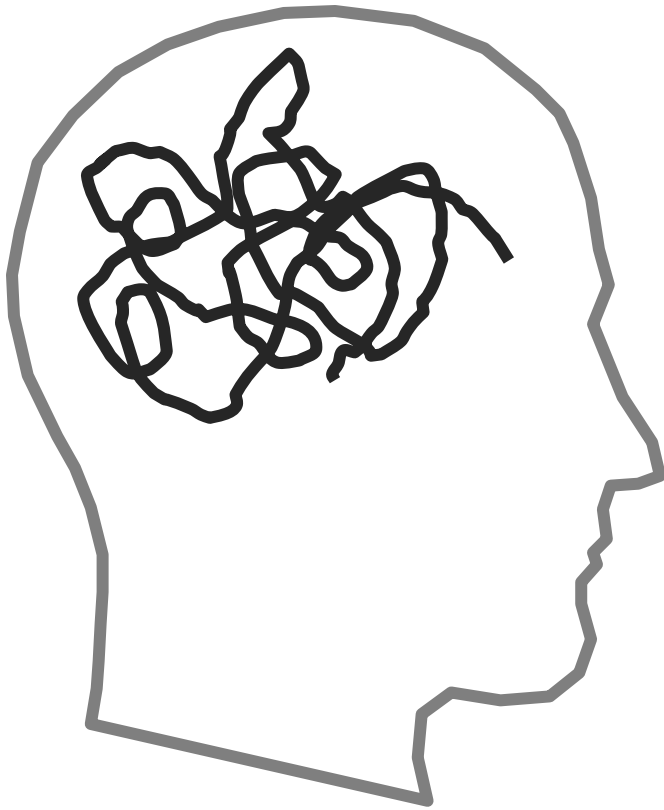
Price elasticity

# Answer

# Details

Chapter 5

# Evidence



Trend data showing  
rising usage of the  
product category,  
overall and by  
company



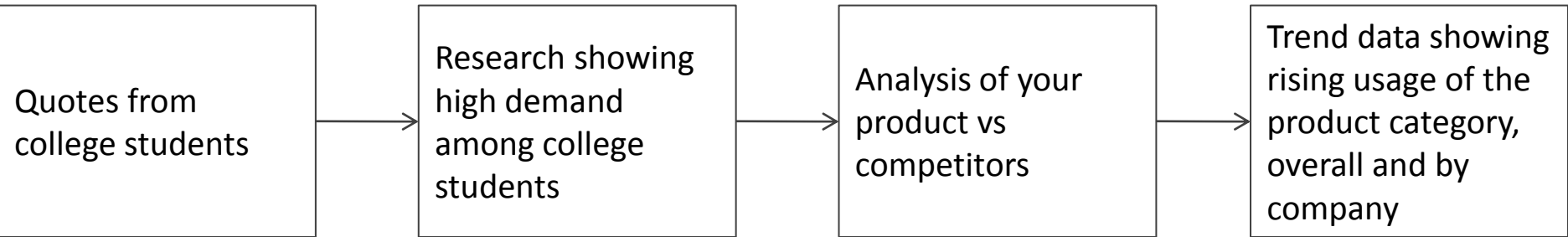
Analysis of your  
product vs  
competitors



Research showing  
high demand  
among college  
students



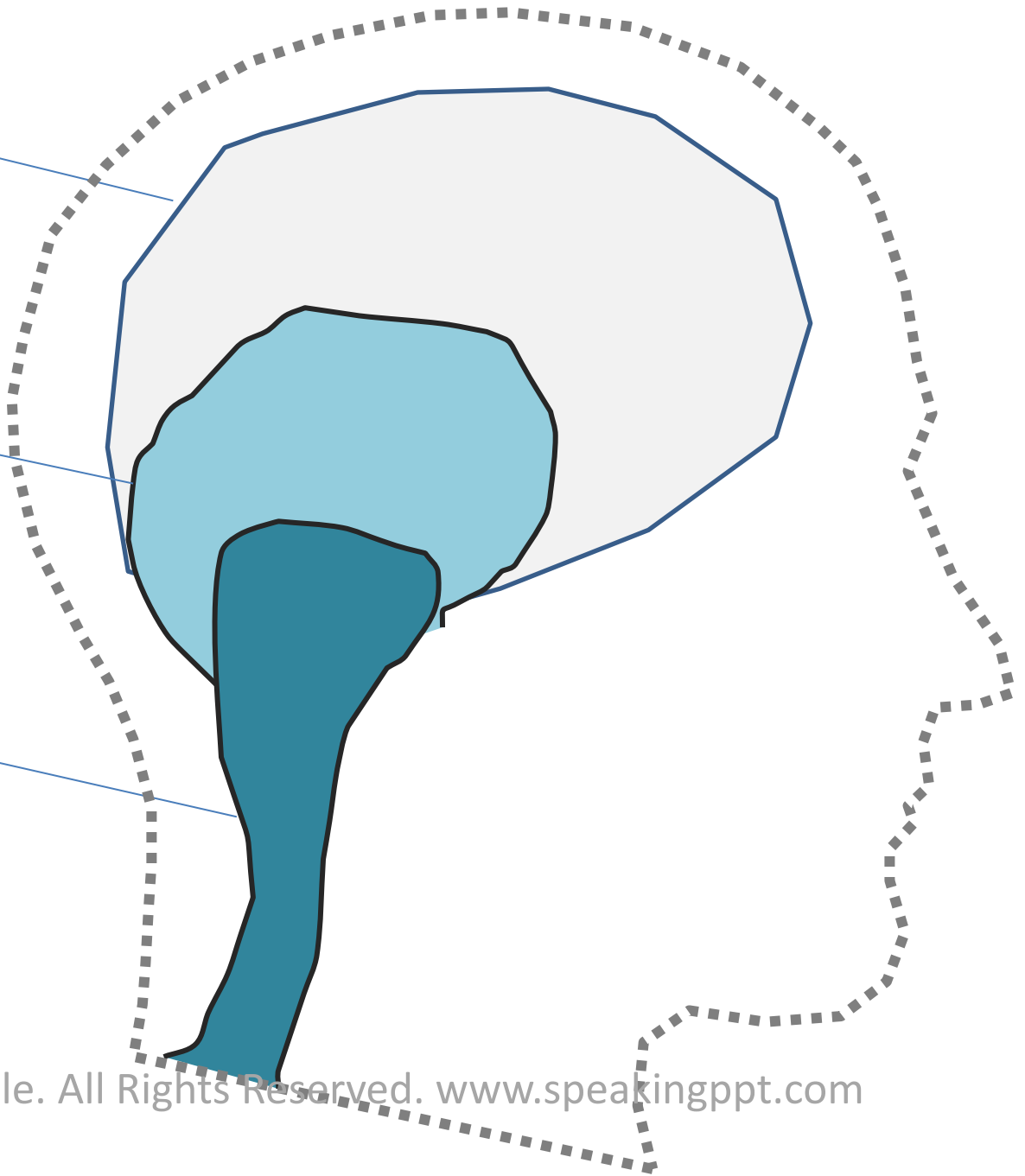
Quotes from  
college students

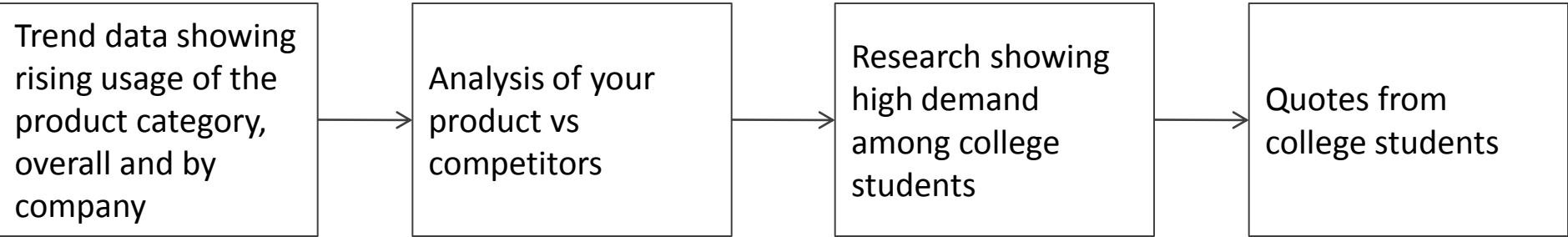


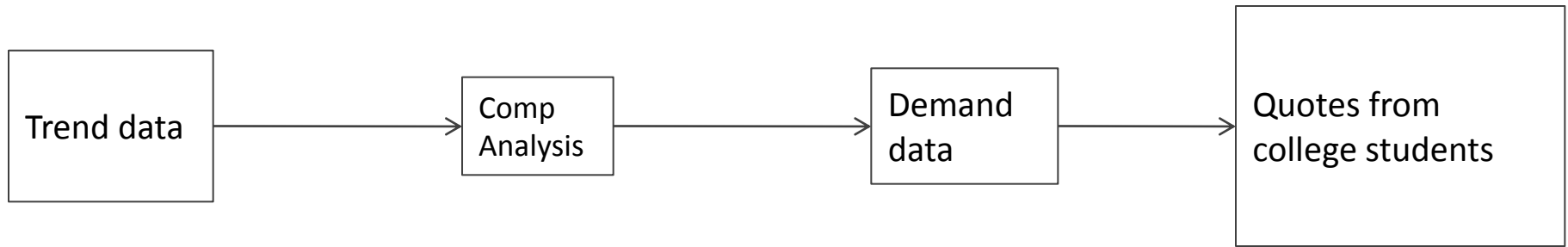
Neocortex

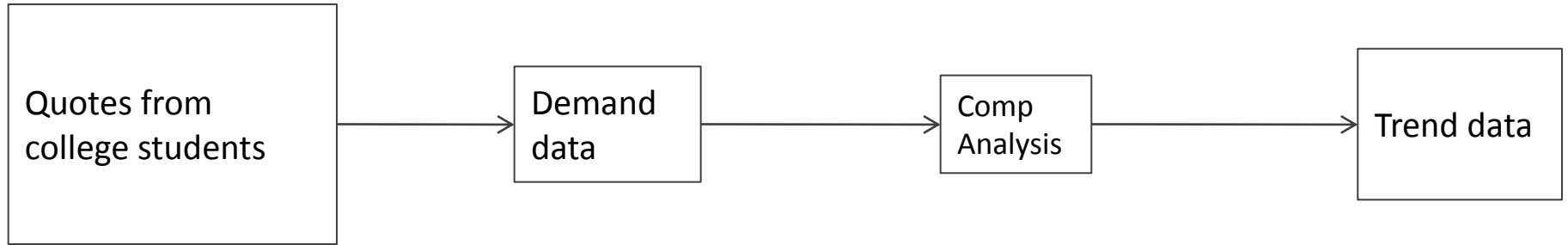
Limbic system

Reptilian brain

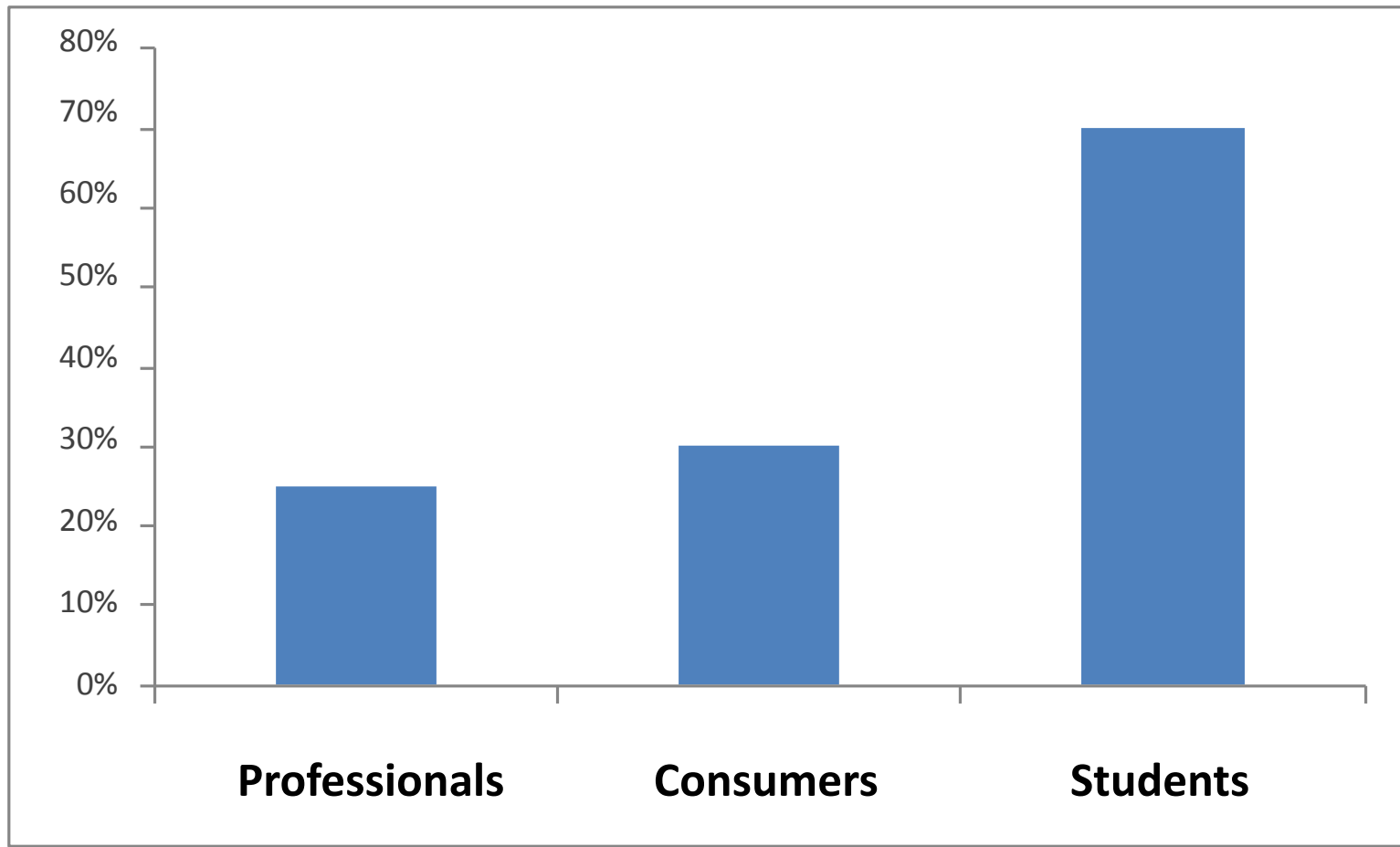




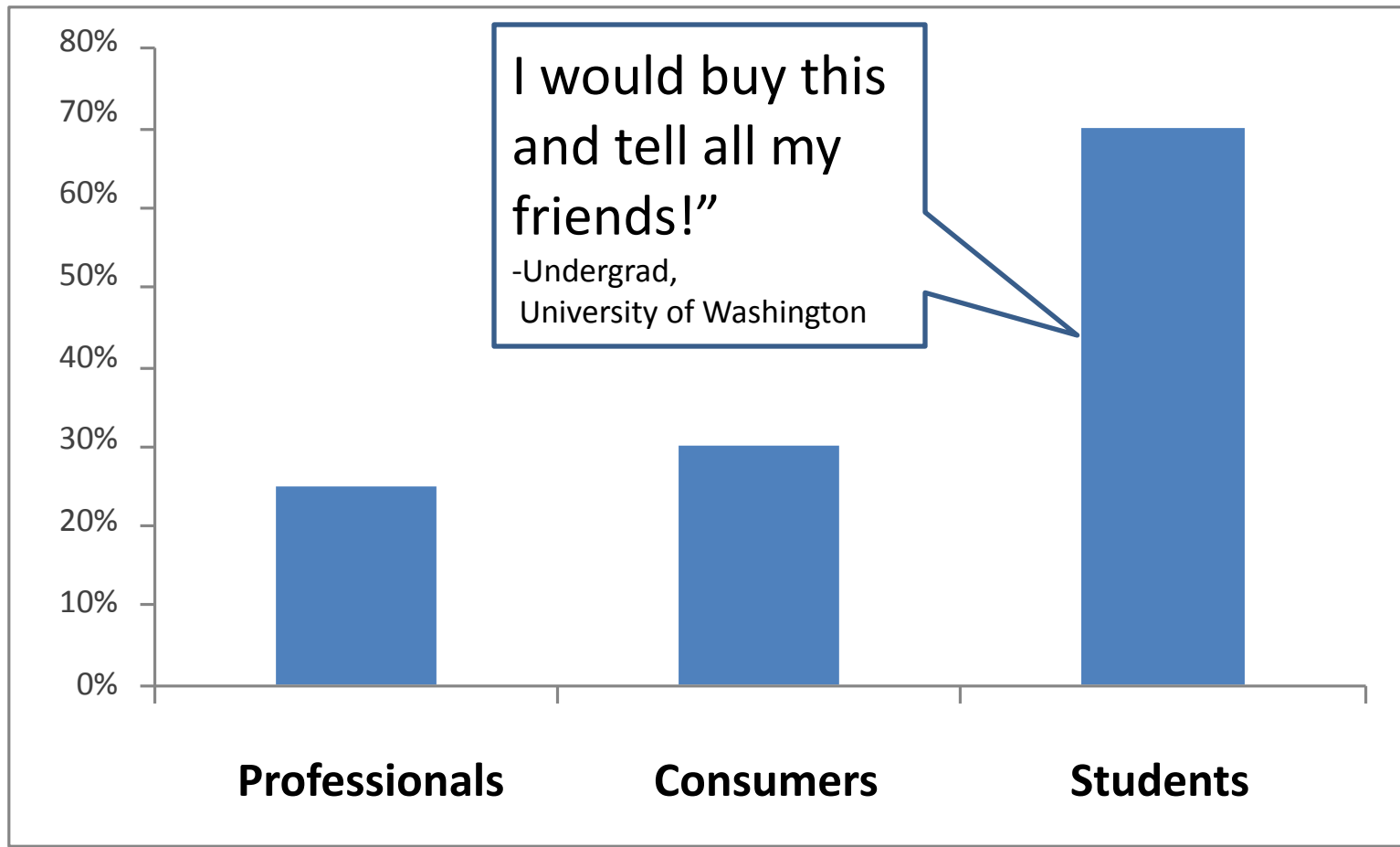




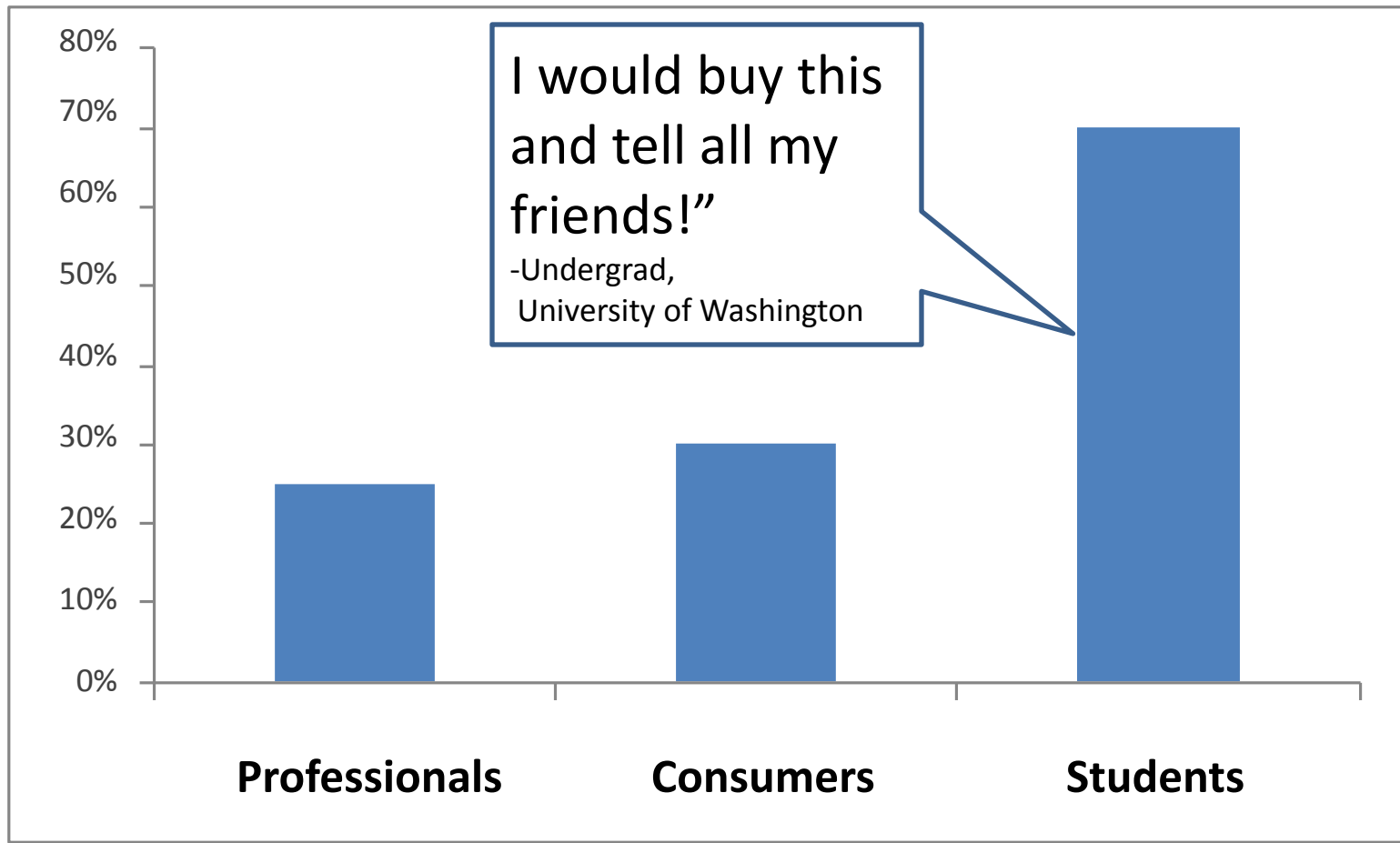
# 70% of students would buy



# 70% of students would buy

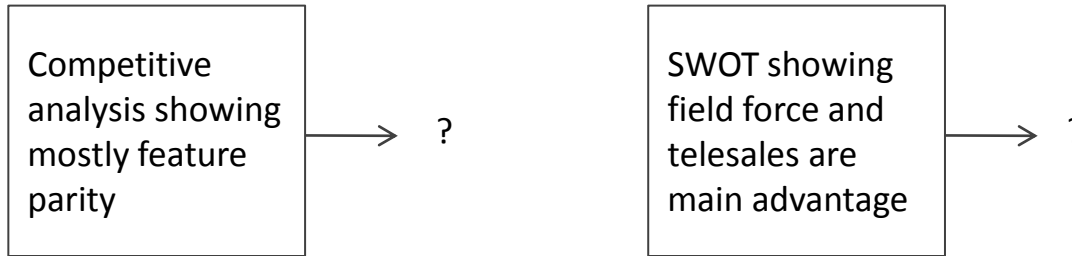
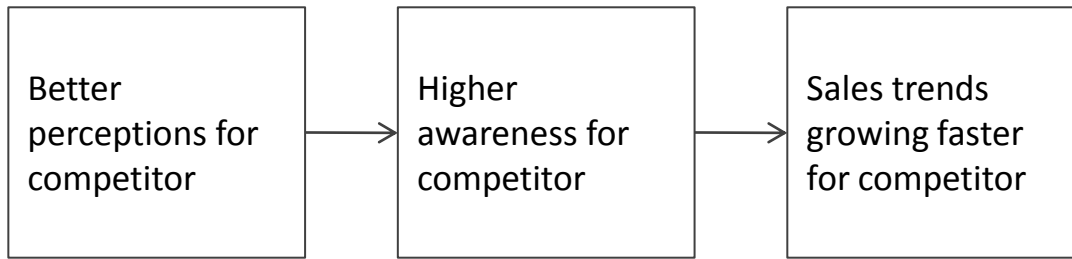


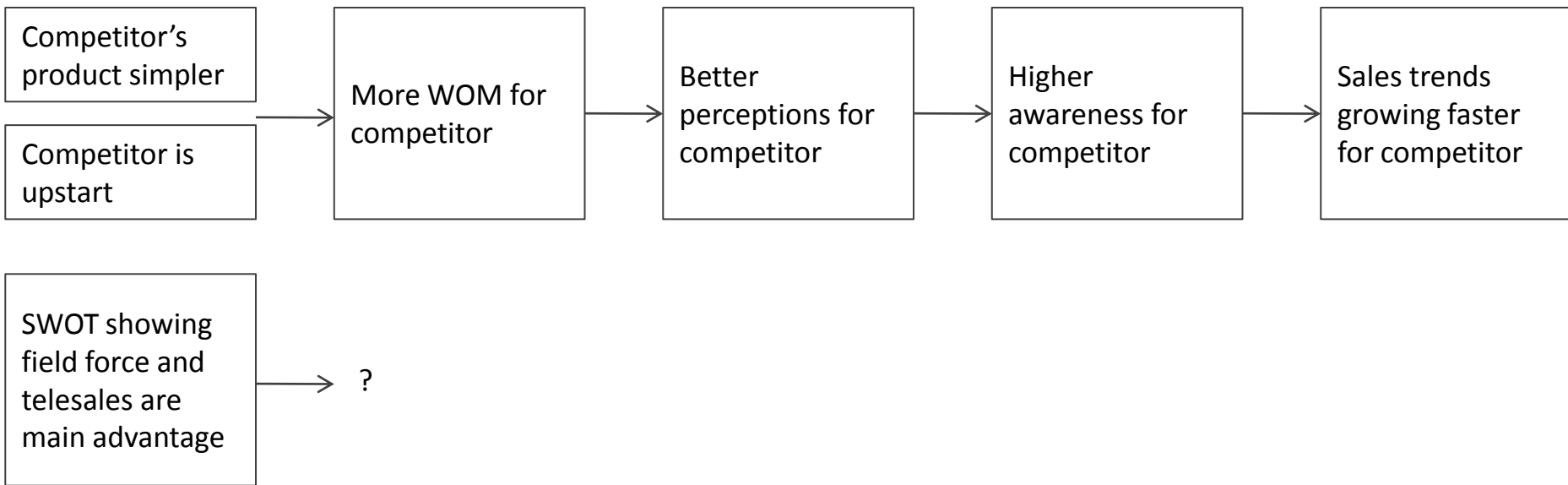
# 70% of college students said “I would buy this”

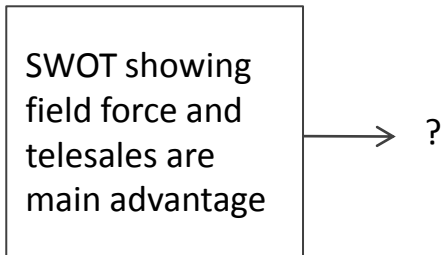
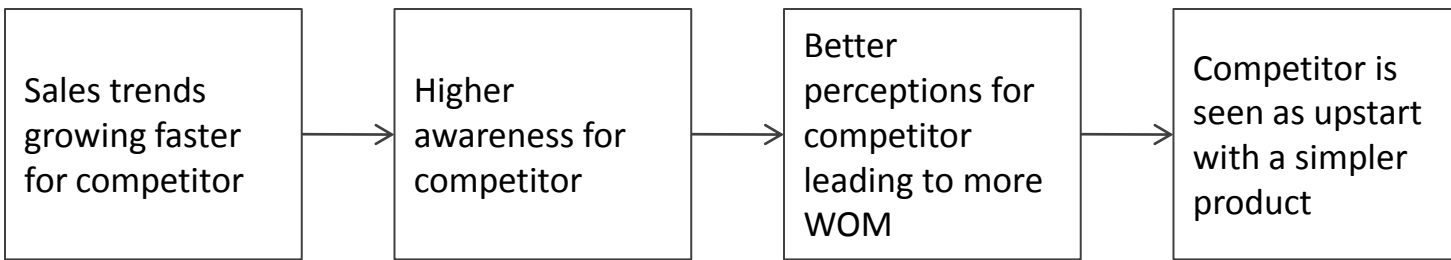


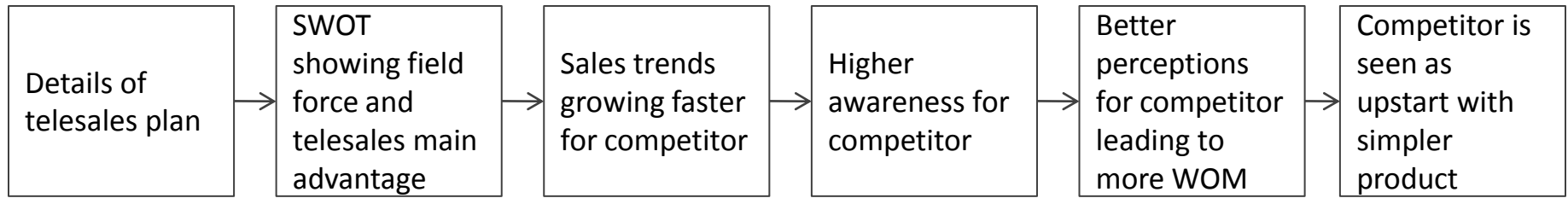
# Students next growth opportunity





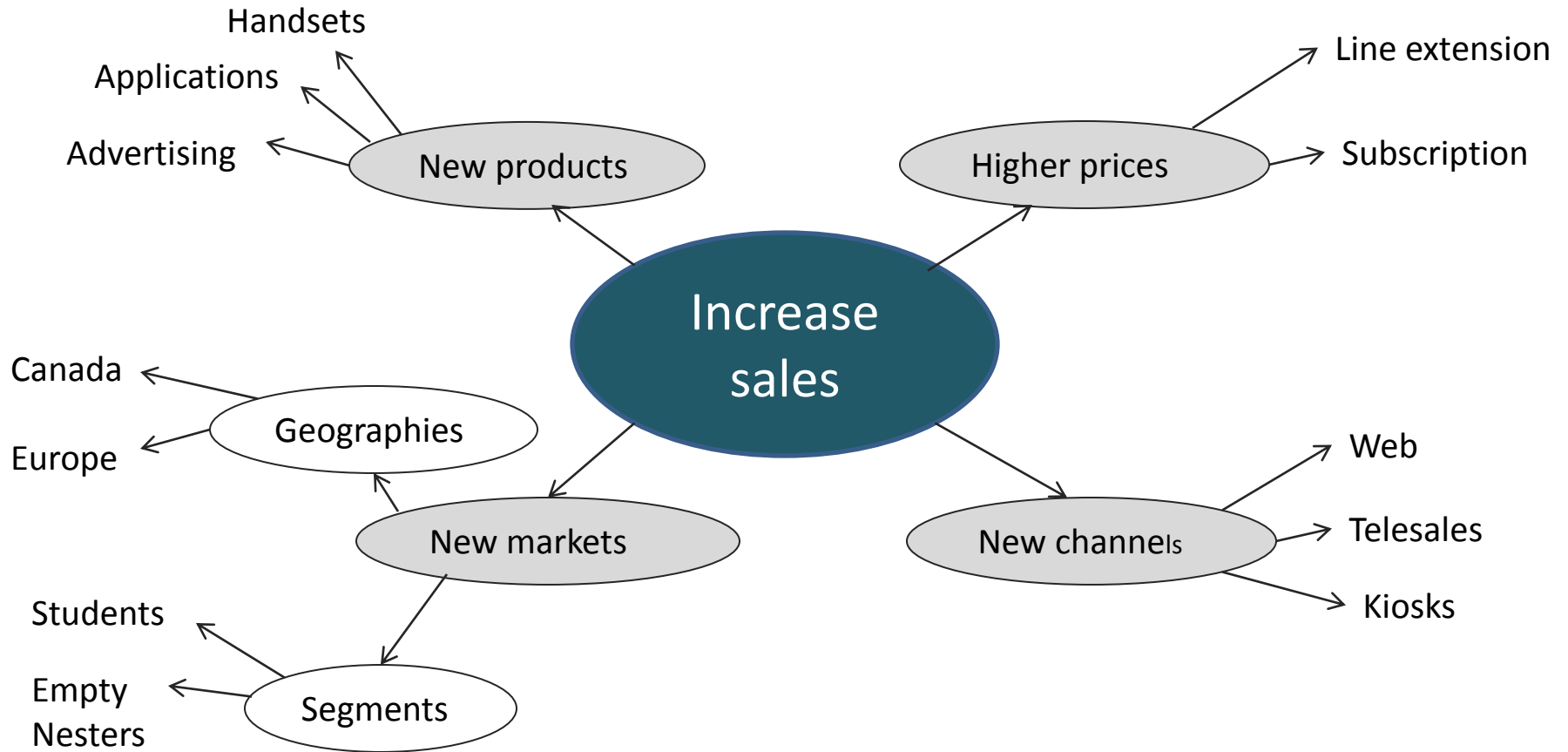






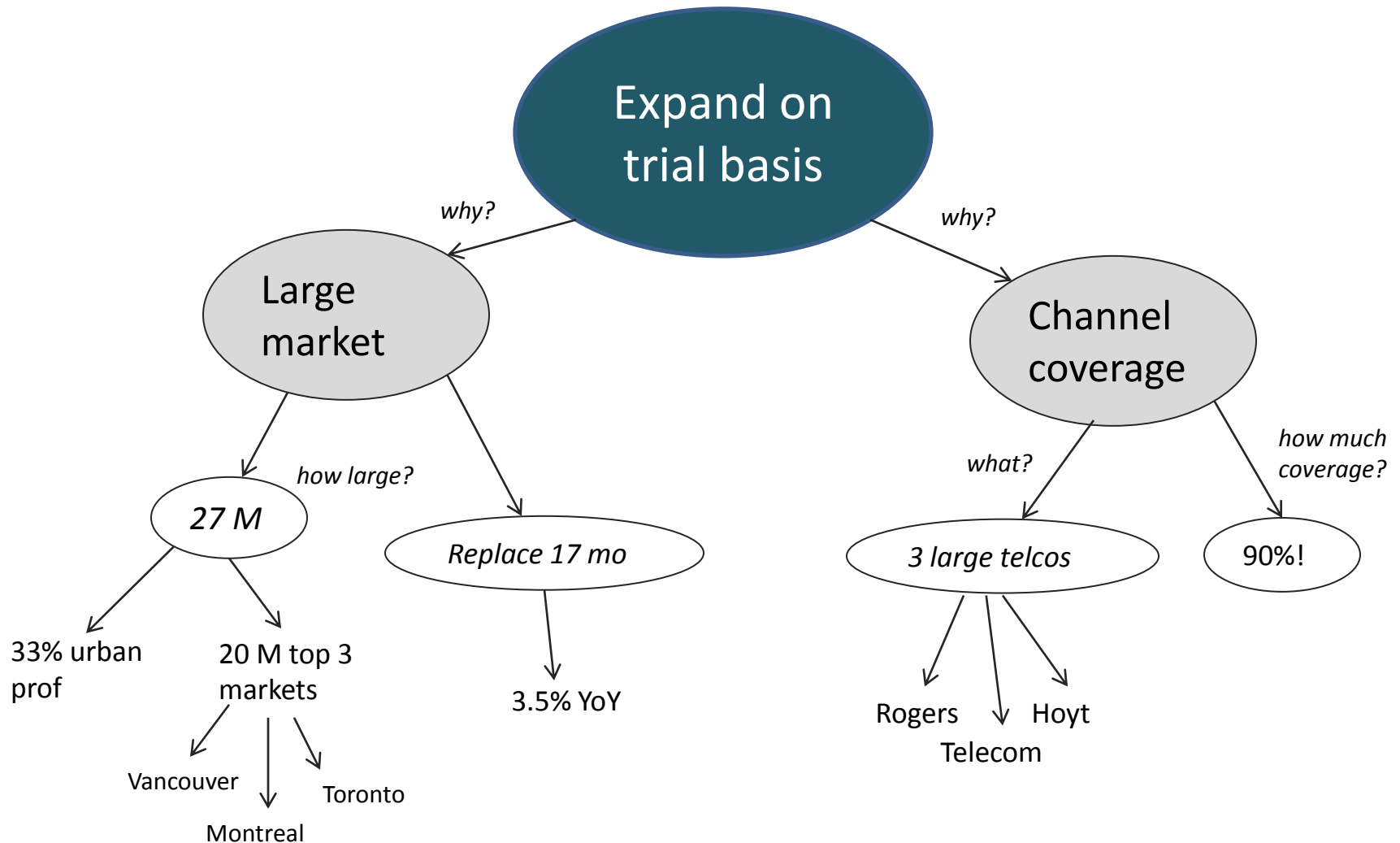
Chapter 6

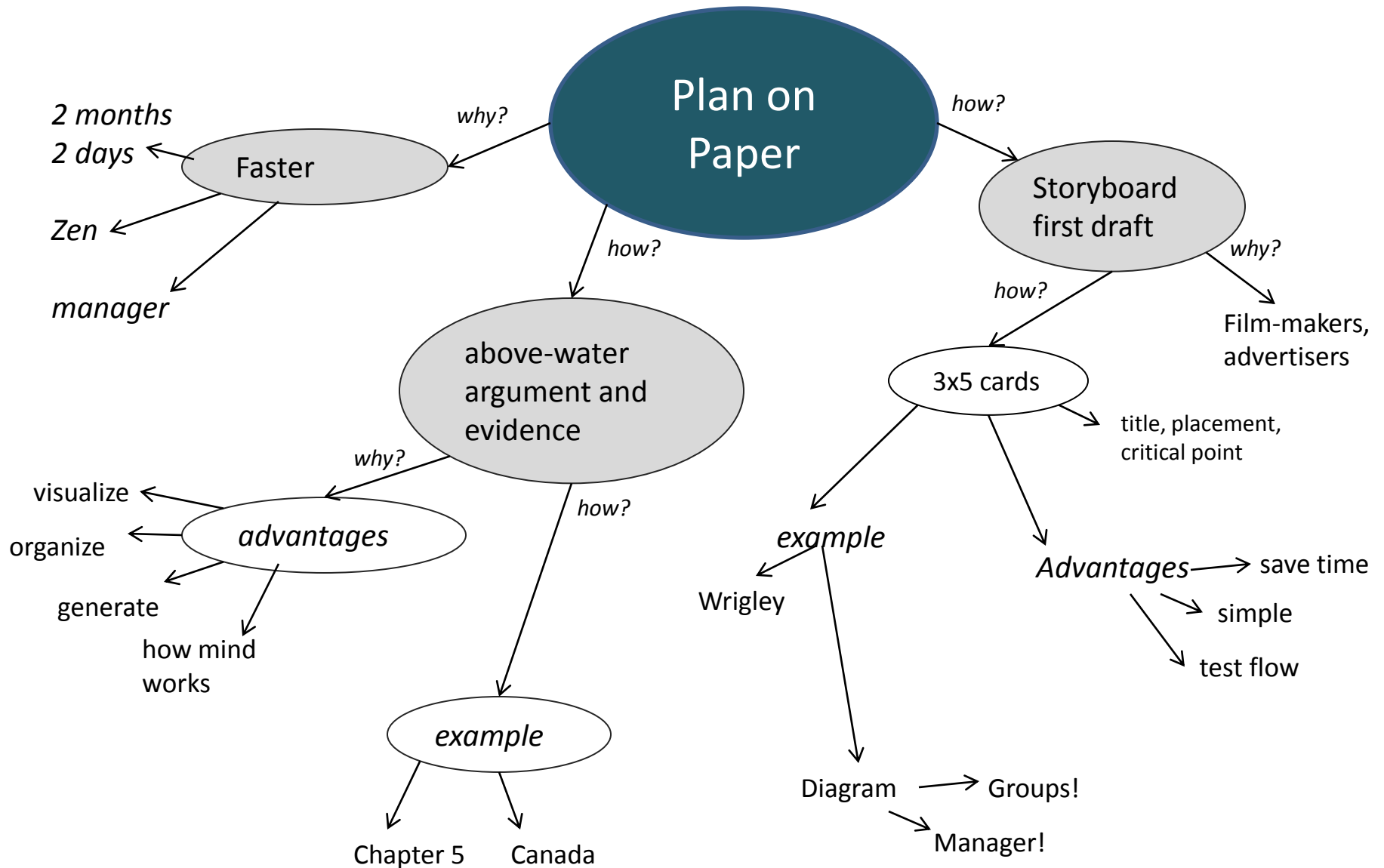
# Storyboard



**Reader's Question: Should we expand into Canada?**

**A: Yes, on a trial basis**





TOPIC: \_\_\_\_\_  
\_\_\_\_\_

THESIS SENTENCE: \_\_\_\_\_  
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## Introduction

## Inciting Incident

## Above-water Argument

Situation  
Inciting Incident  
Answer

Above-water arg 1  
Above-water arg 2  
Above-water arg 3

Other (optional)  
*Executive summary*  
*Methodology*  
*Goals*  
*Framework*

Inciting Incident

Optional  
Incident cont'd

Optional  
Incident cont'd

Optional  
Incident cont'd

Optional  
Incident cont'd

Above-water arg 1

*Evidence 1*

*Evidence 2*

*Evidence 3*

*Evidence 4*

Above-water arg 2

*Evidence 1*

*Evidence 2*

*Evidence 3*

*Evidence 4*

Above-water arg 3

*Evidence 1*

*Evidence 2*

*Evidence 3*

*Evidence 4*

Chapter 6

# Slide Title

# Mission & Vision

## Vision

### By RTM:

*Copenhagen v3 will be the **Social Hub on the web** and the **single destination** for consumer end user services*

### Business Goals

- Build loyal customer base
- Increase relevance of online services offering

### Copenhagen v3 will let people around the world:

- try and buy Copenhagen and other services via token/subscription
- locate and connect with long-lost friends.
- anywhere access with any OS (Windows, Mac, Linux)
- connect and share with others while having fun at the same time while using the web and online
- access games, entertainment and social activities
- maintain their single online social identity

## Roadmap

### 2011 – v3.3 Begins

- Q1 – ABCv: Canada launch
  - DEF: Russian, Polish, Korean, Chinese, Dutch, Italian, Portuguese
- Q2 – ABCv: India and Mexico launch
  - DEF: Nordic Languages, Czech, Turkish, Greek
- Q3 – DEF: Slavic languages
- Q4 – v3 Begins, AgX Beta 1, More languages

### 2011 Goals

- 700 gross adds
- 50% YOY unique visit increase
- 50% YOY page view increase
- 50% OxenRo Net Promoter score
- 5K web site designers, developers or elbows developers listed in the marketplace

### 2012 – v3 .4

Q1 – RTM again beta 2, AgX Beta 2

### Q2/Q3 – RTM again Availability

- OXOG and BLLR merge into a single site
- BLLR services available in all 38 AgX languages (14 countries where a fee is charged)
- VPBX (Burt) Rollout in Botswana

### 2012 Goals

- Trillions of gross adds
- Continued progress in engaging developers for web sites and online fun and games
- Improved NP5 + 45
- Increase in Unique Visits and Page Views

### 2013 – RTM

- OGOX, RTM, BLLR and ABCv3 in a single site
- RTM online services available in all 38 RTM languages
- VPBX (Ballyr) Rollout in Madagascar

### Longer-Term Goals

- 603M AgX/DEF registered users by FY12
- Substantial trial and cloud performance issues assured

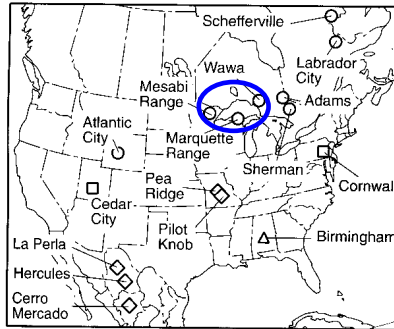
## Q: How abundant is iron in the earth's crust?

Slides like this led to **69%** recall

### Iron

- An abundant metal, makes up 5.6% of earth's crust
- Properties:
  - shaped, sharpened, welded
  - strong, durable
- Accounts for >95% of metals used
- Iron ores discovered in 1844 in Michigan's Upper Peninsula
- Soon found other ores in upper Wisconsin and Minnesota

Iron Ore Distribution



Kesler 1994

Slides like this led to **79%** recall

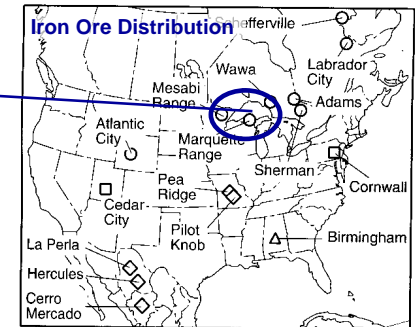
Iron ores make up 5.6% of the earth's crust and account for 95% of the metals used



Iron

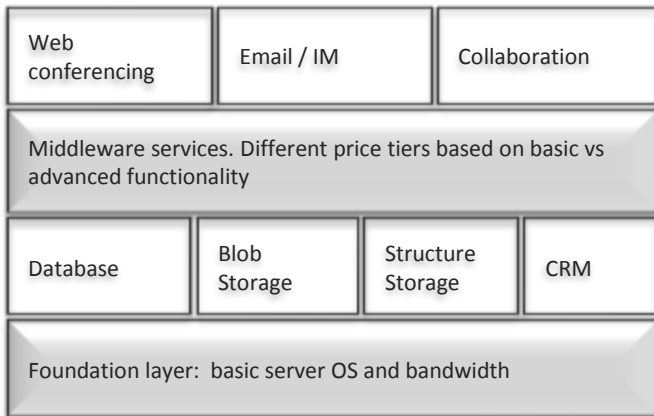
Is strong and durable

Can be shaped, sharpened, and welded

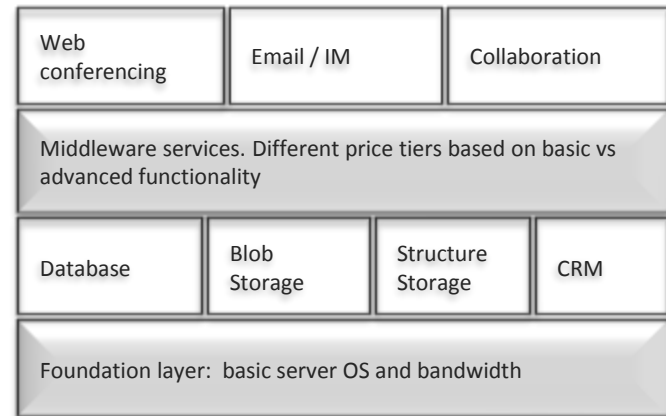


[Kesler 1994]

## Cloud architecture service layers



## Web developers can begin with foundation layer and build up through “service layers”



# Our vision of a PC on every desktop is driving our 3-year goals and roadmap

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Our vision of a PC on every desktop is driving our 2011-2013 goals and roadmap. In order to achieve our three-year goal of 603 million registered users, we must build a product that appeals to their specific needs.

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# What is our product roadmap over the next three years?

Our vision of a PC on every desktop is driving our 2011-2013 goals and roadmap. In order to achieve our three-year goal of 603 million registered users, we must build a product that appeals to their specific needs.

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Chapter 8

# Chunking

# Our vision of a PC on every desktop is driving our 3-year goals and roadmap

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### Longer-Term Goals

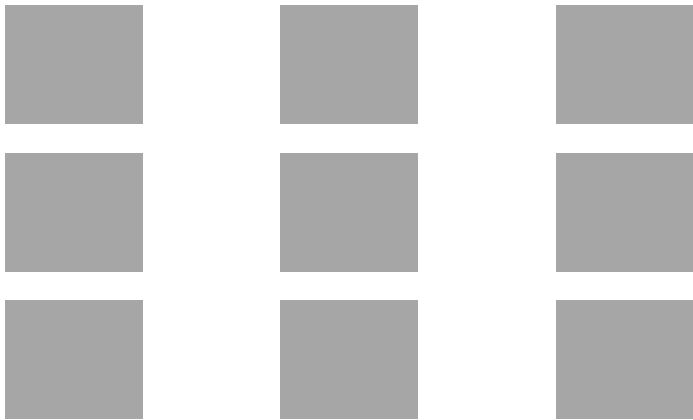
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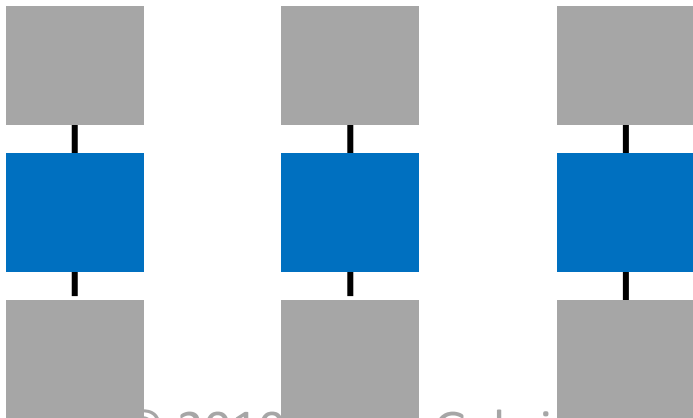
## The Law of **Proximity**



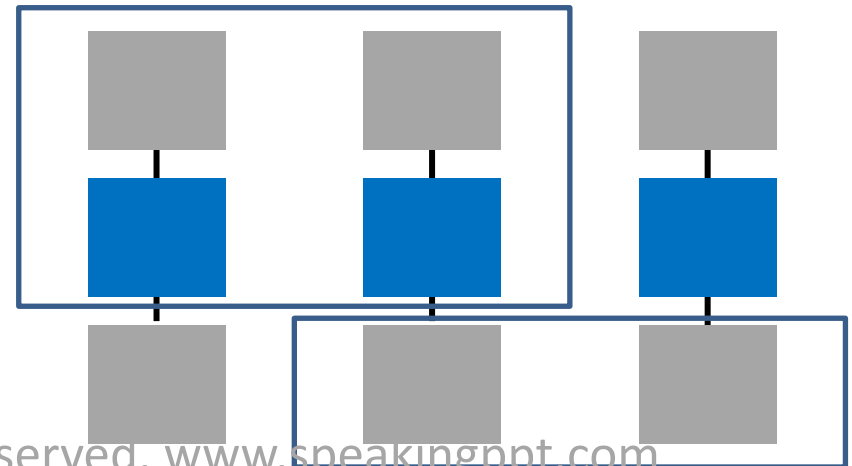
## The Law of **Similarity**

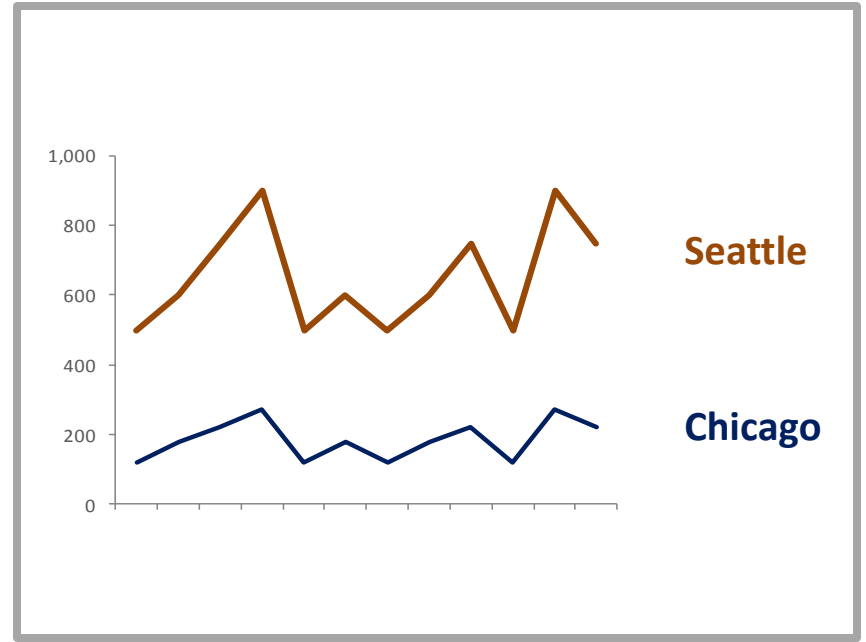
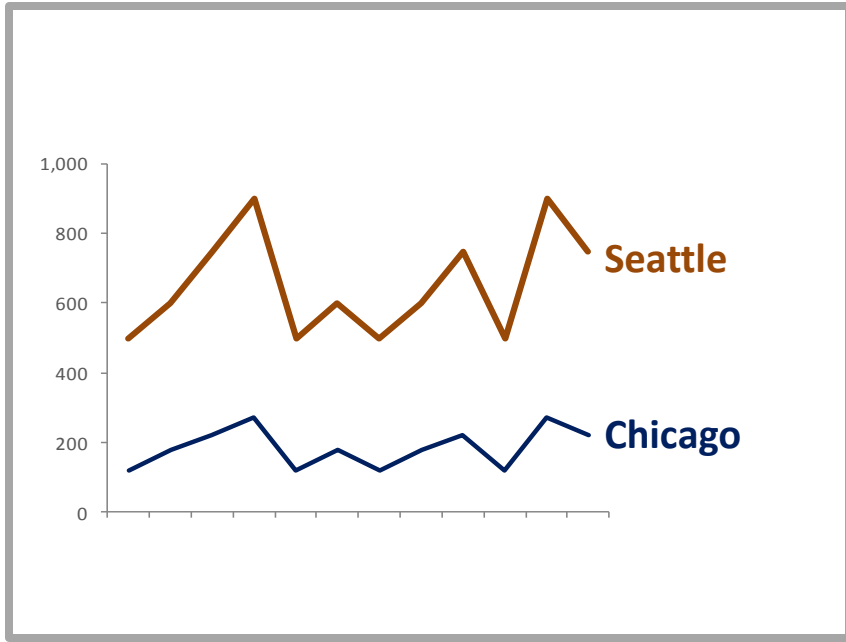


## The Law of **Connectedness**



## The Law of **Enclosure**





# We have 8 market segments

Students



Single  
professionals



Families



Middle-aged



Single  
non-working



Divorced



DINK's



Empty  
Nesters



# We have 8 market segments

## Single

Students



Single  
professionals



Single  
non-working



Divorced



## Married

Families



Middle-aged



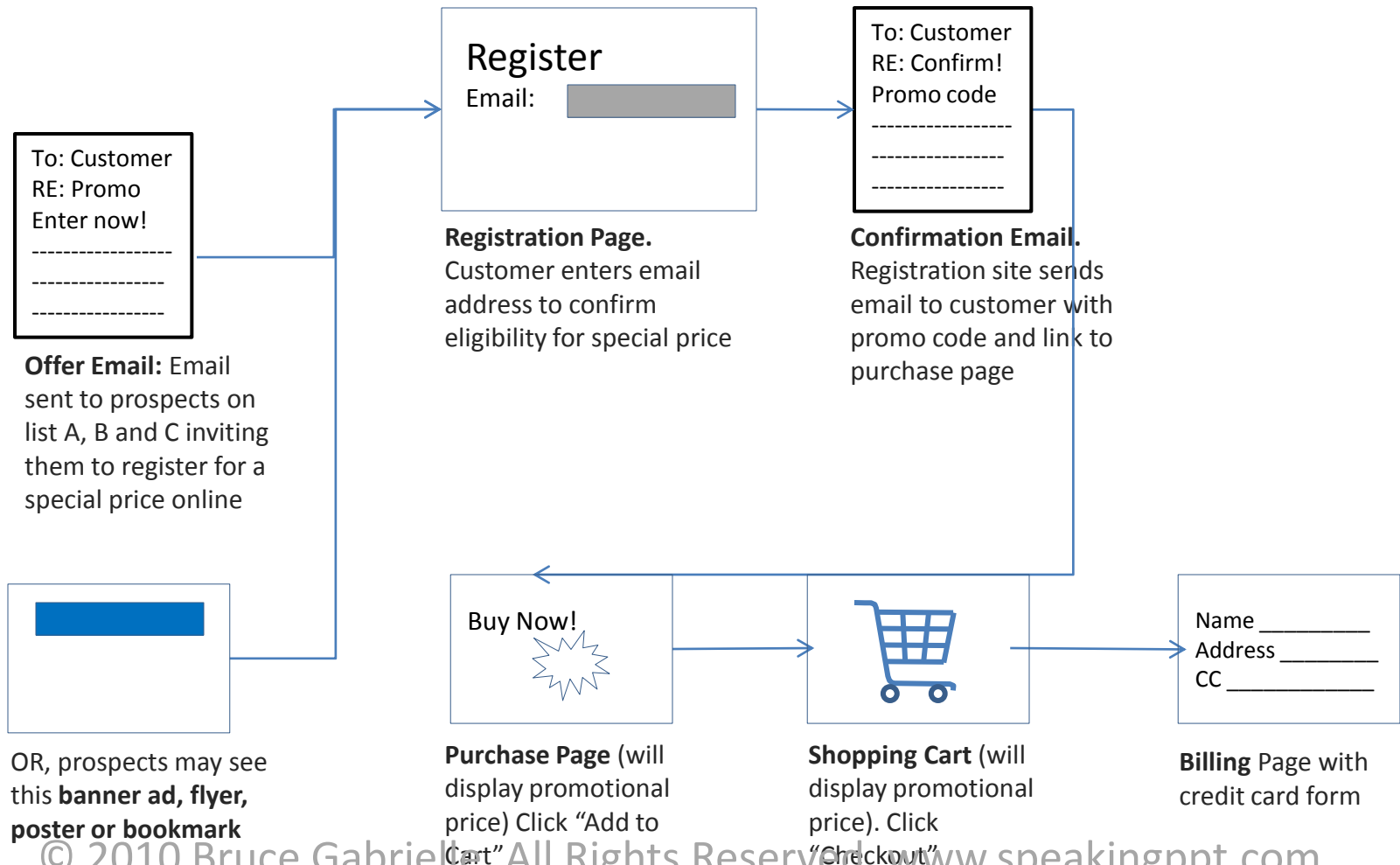
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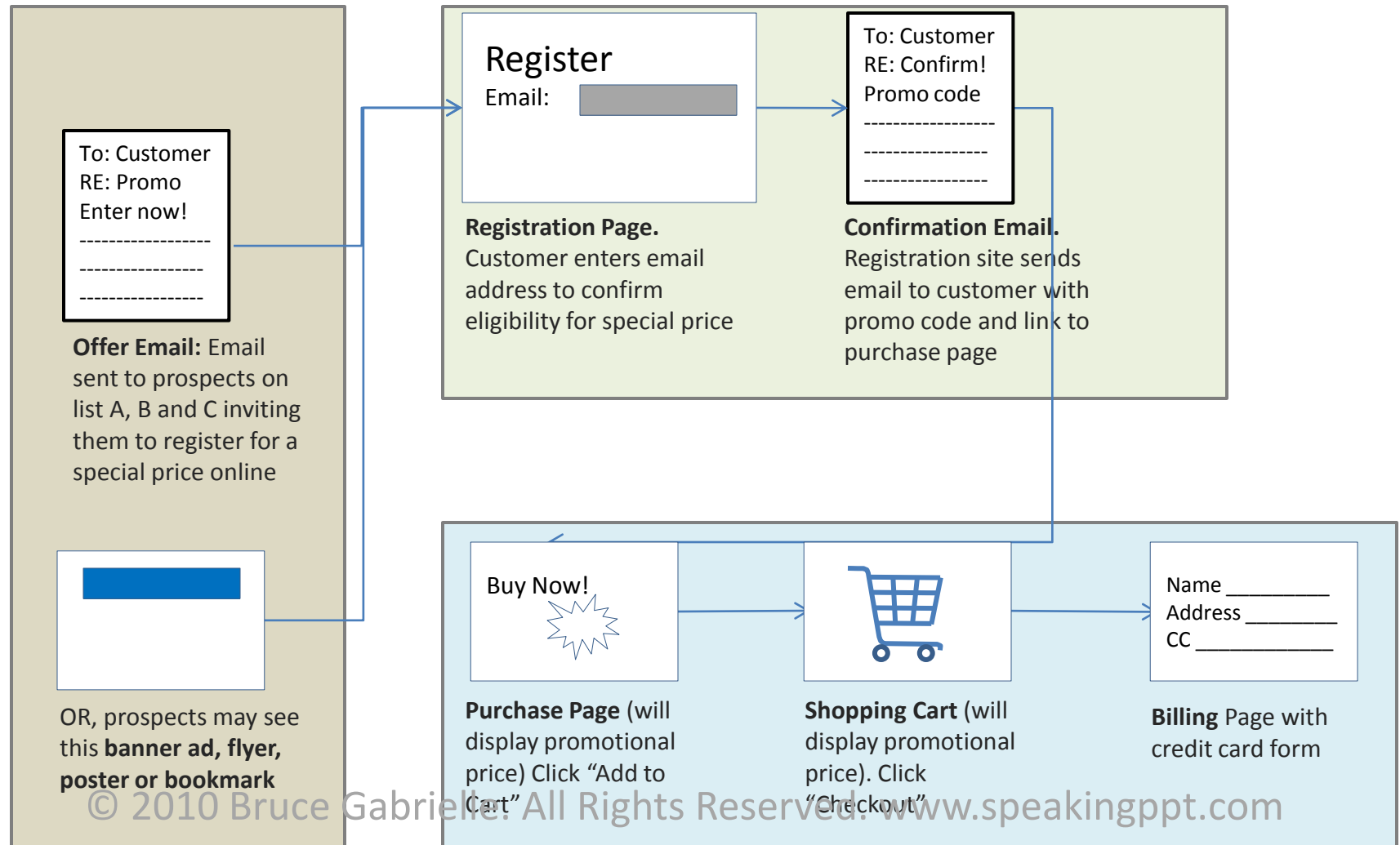
Empty  
Nesters



# Customer Journey

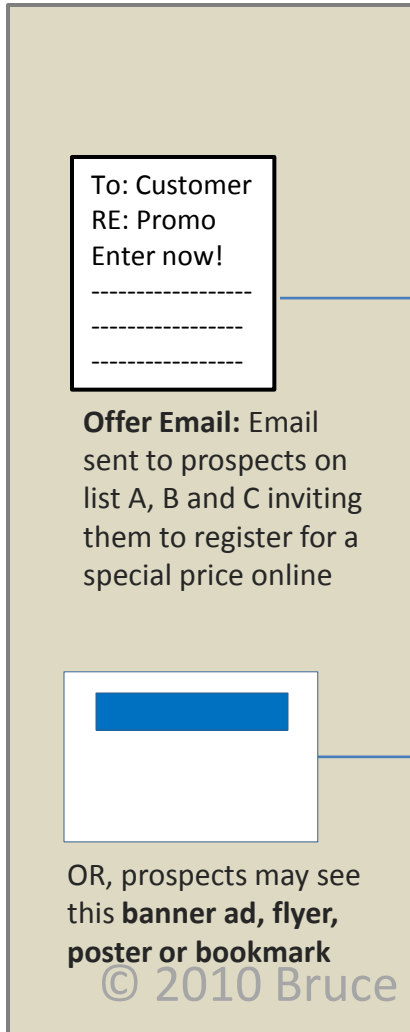


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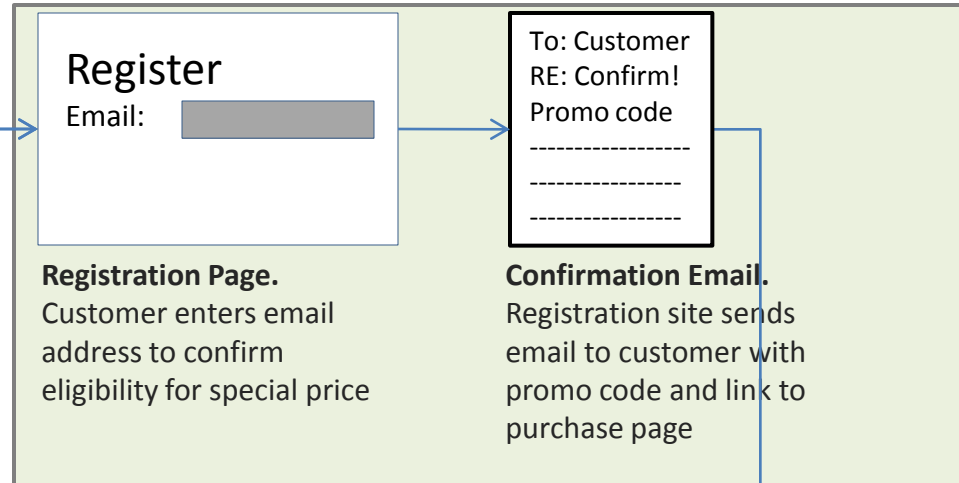


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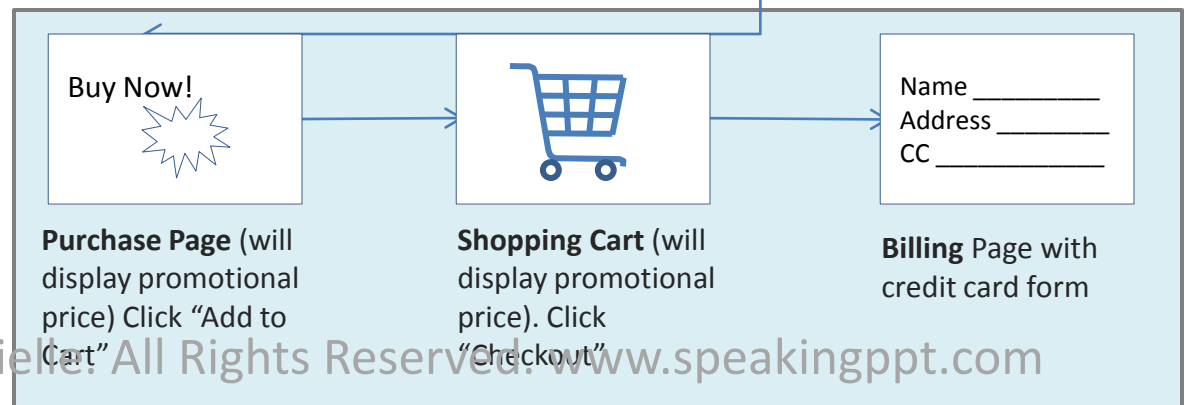
## 1. Demand Gen



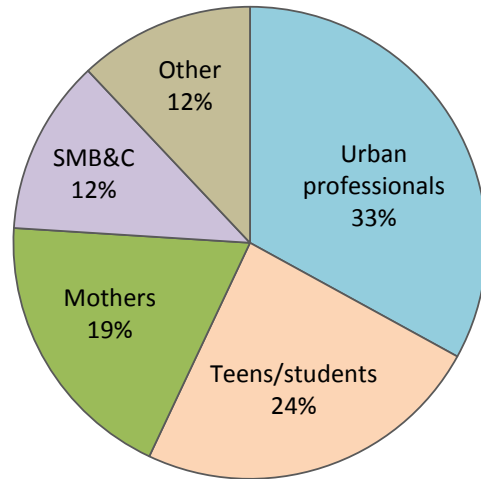
## 2. Customer Registration



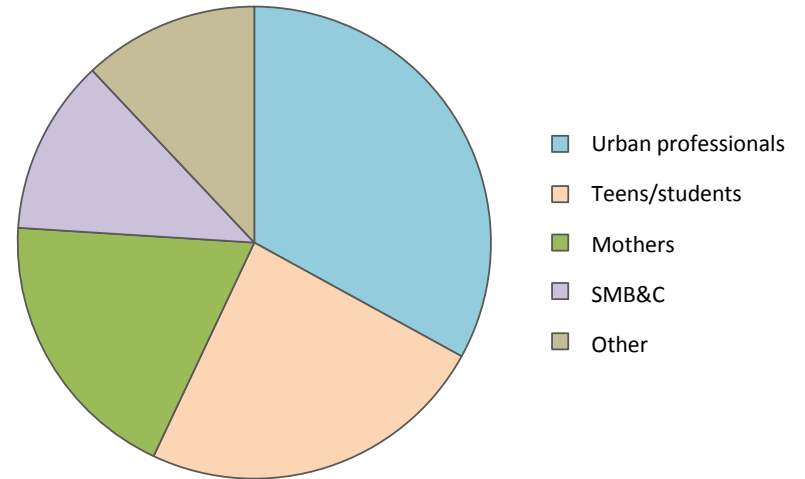
## 3. Purchase



## 33% of the market is urban professionals



## 33% of the market is urban professionals



# Our vision of a PC on every desktop is driving our 3-year goals and roadmap

## Vision

### By RTM:

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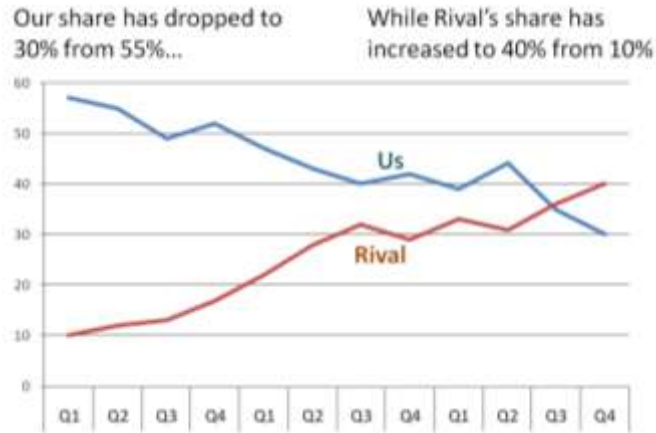
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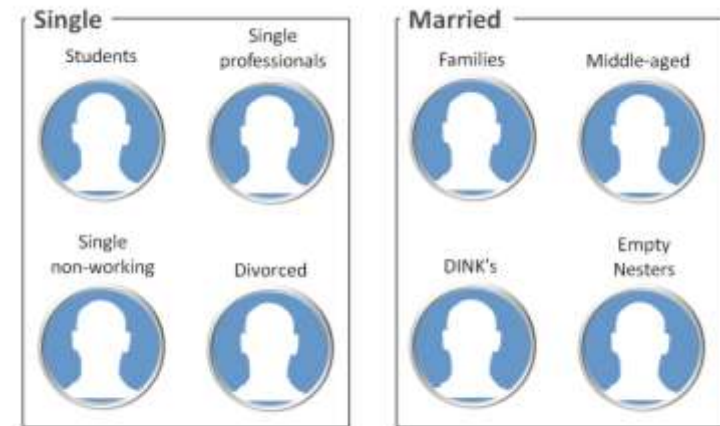
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# We need a strategy to win back lost customers

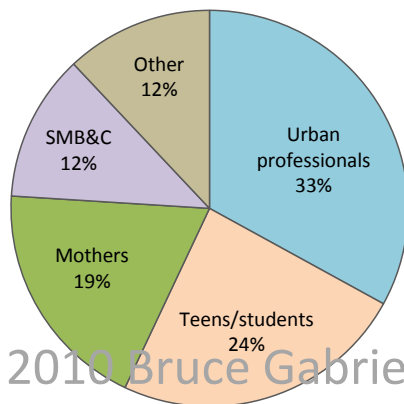
## We are losing share to Rival



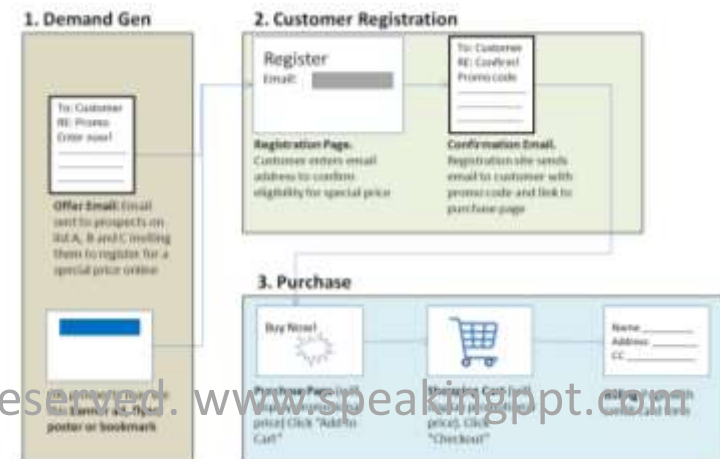
## 8 potential segments to target



## Largest segments: Urban professionals and teens/students



## Recommendation: win-back campaign



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Chapter 9

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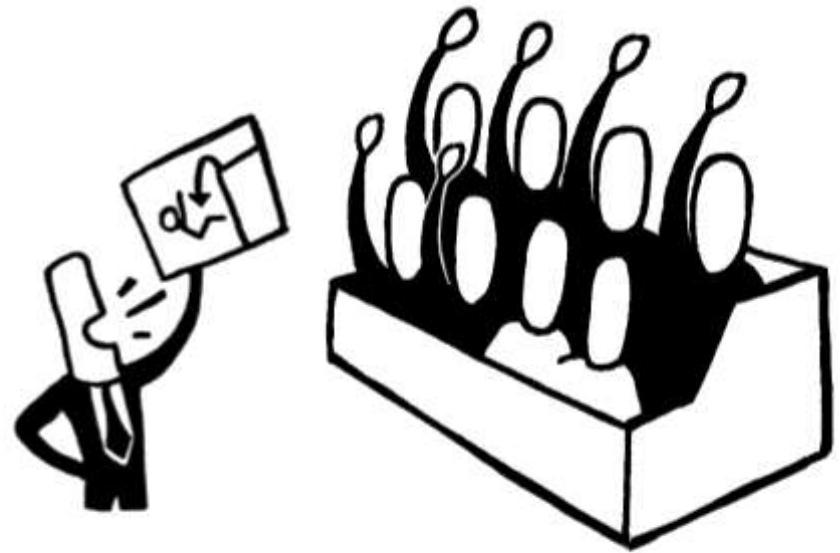
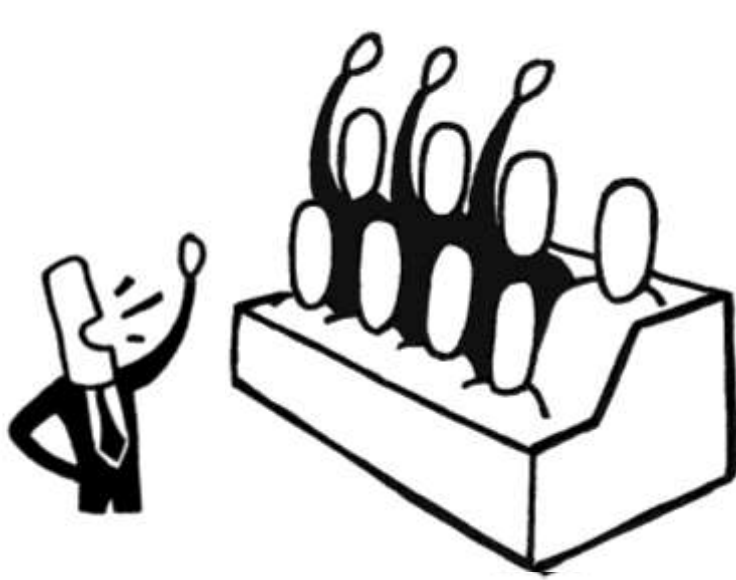
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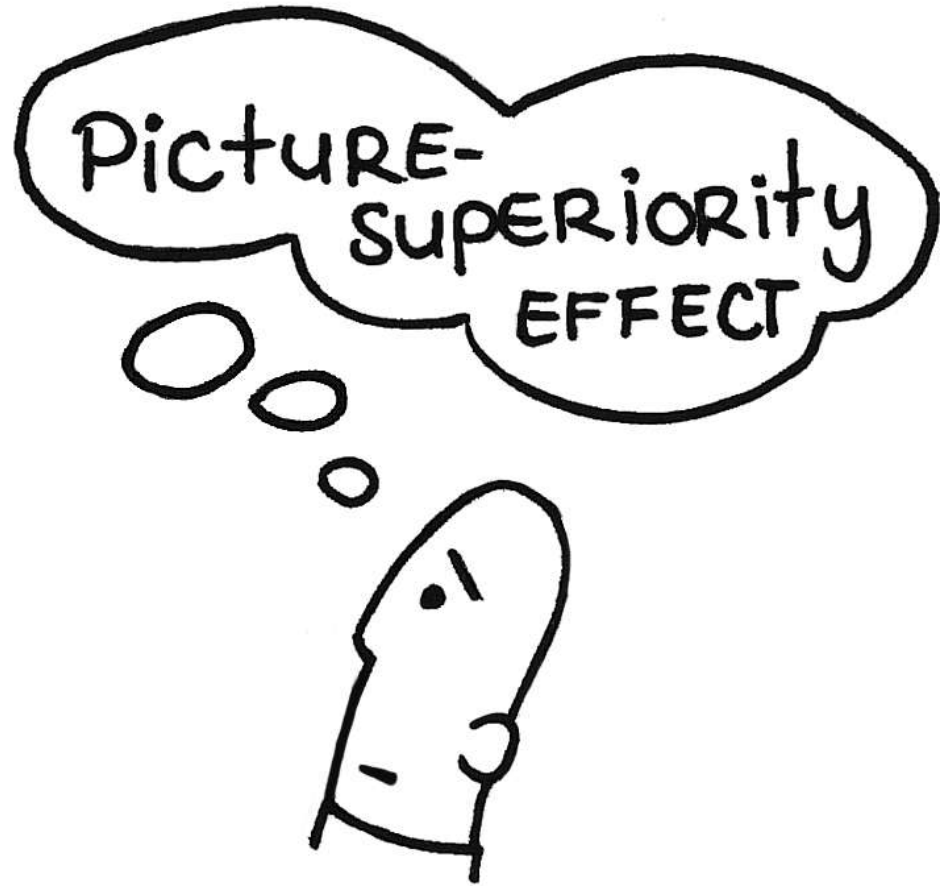
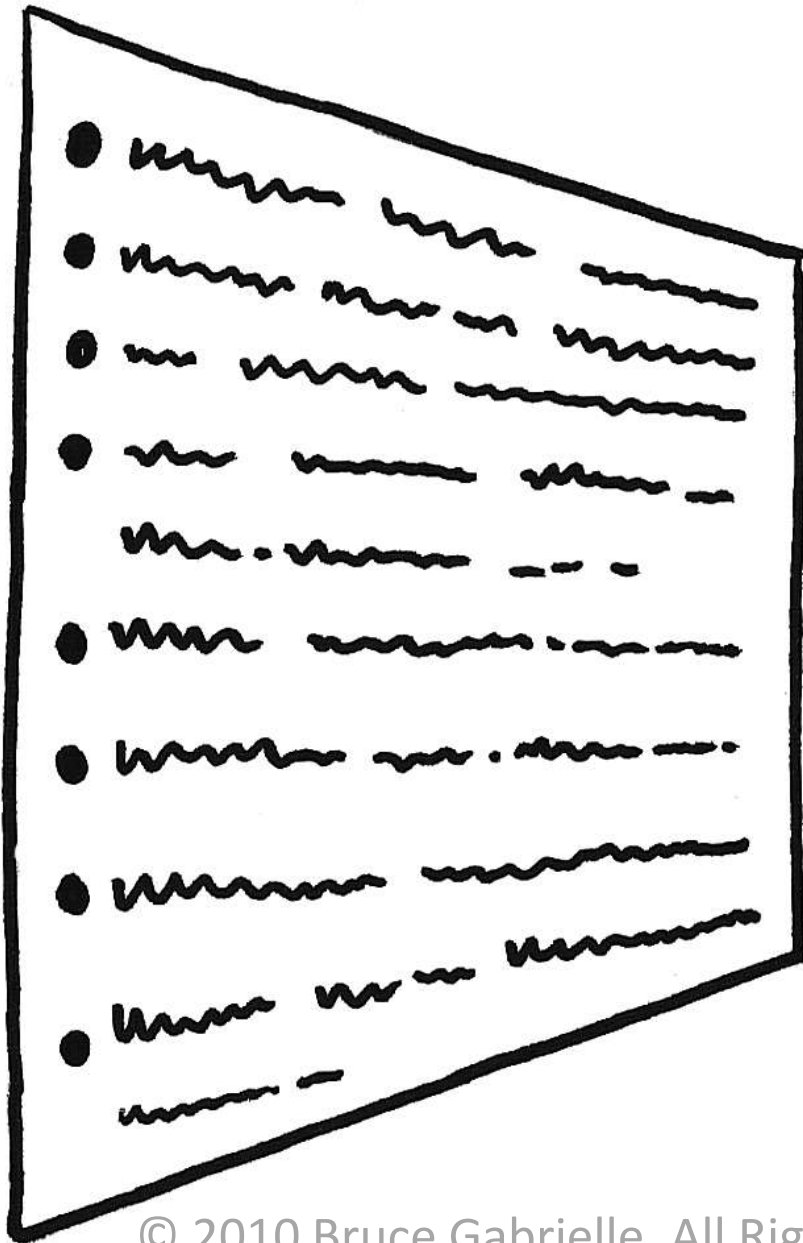
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### 3 market segments

50% Social



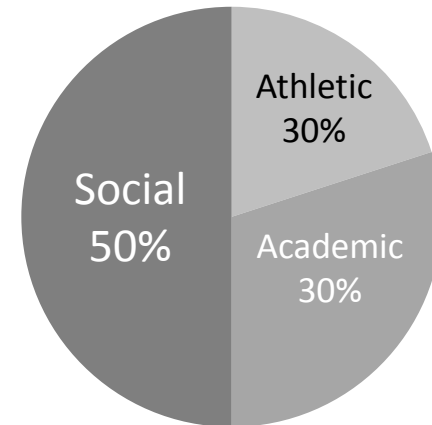
30% Academic

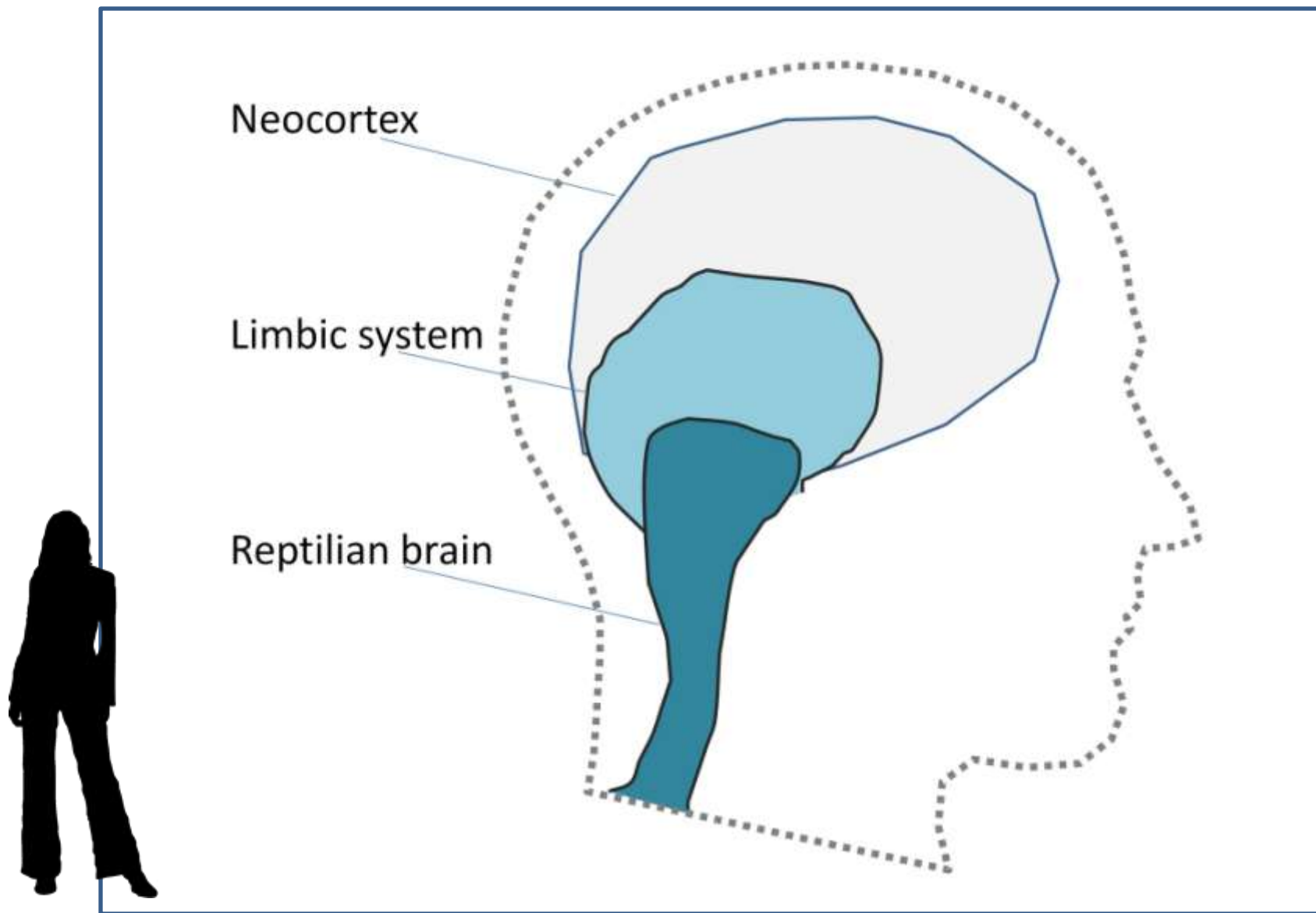


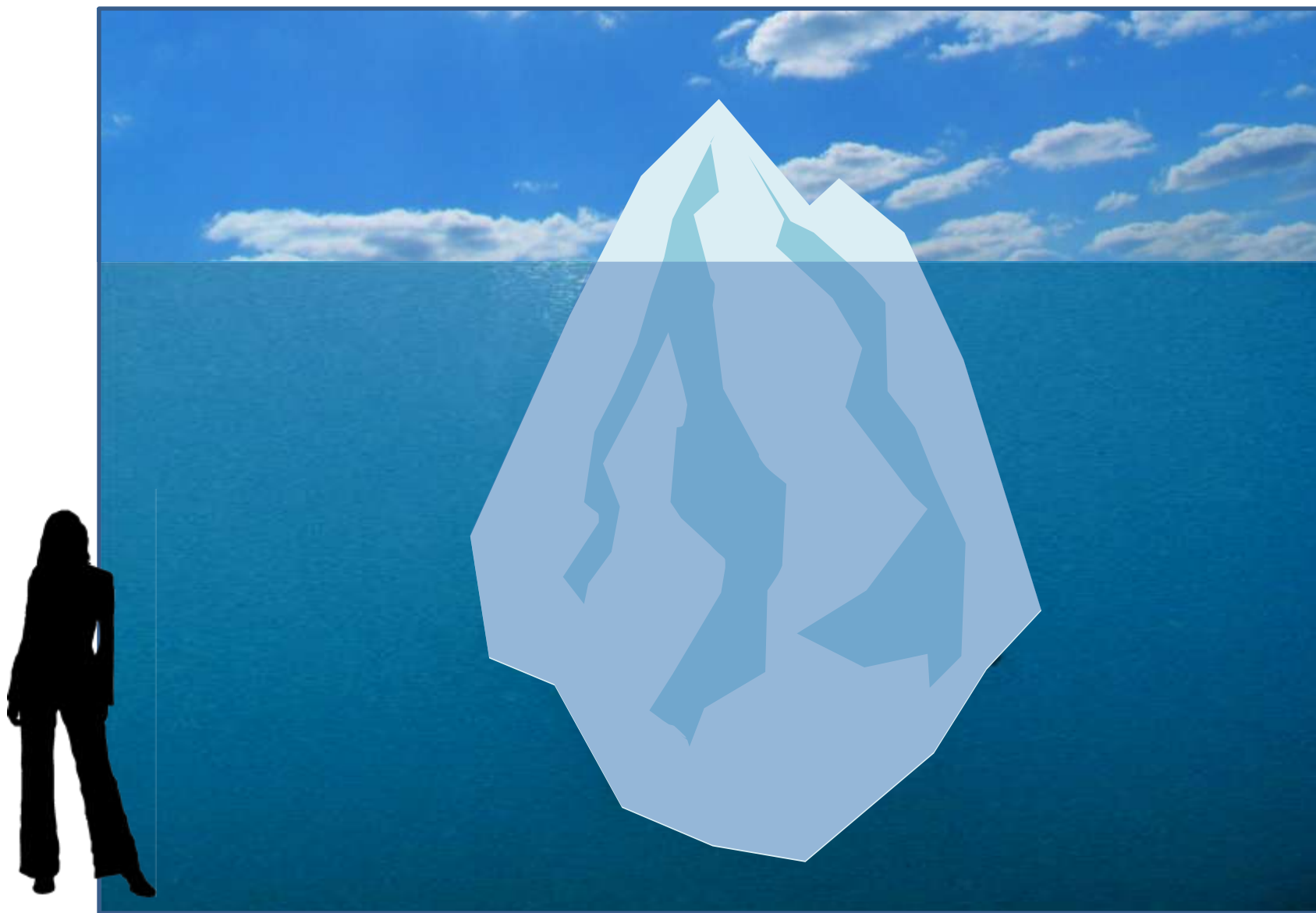
20% Athletic



### 3 market segments







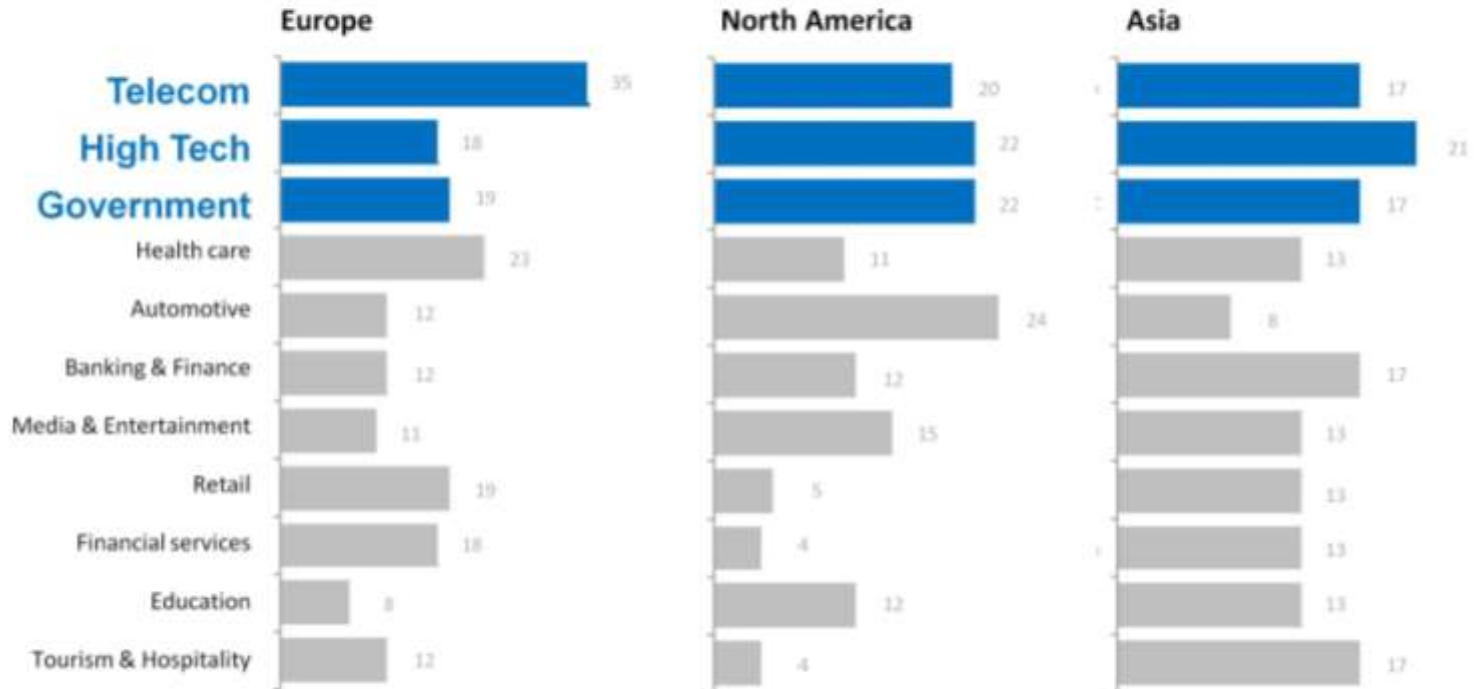
© 2010 Bruce Gabrielle. All Rights Reserved. [www.speakingppt.com](http://www.speakingppt.com)

# Students next growth opportunity

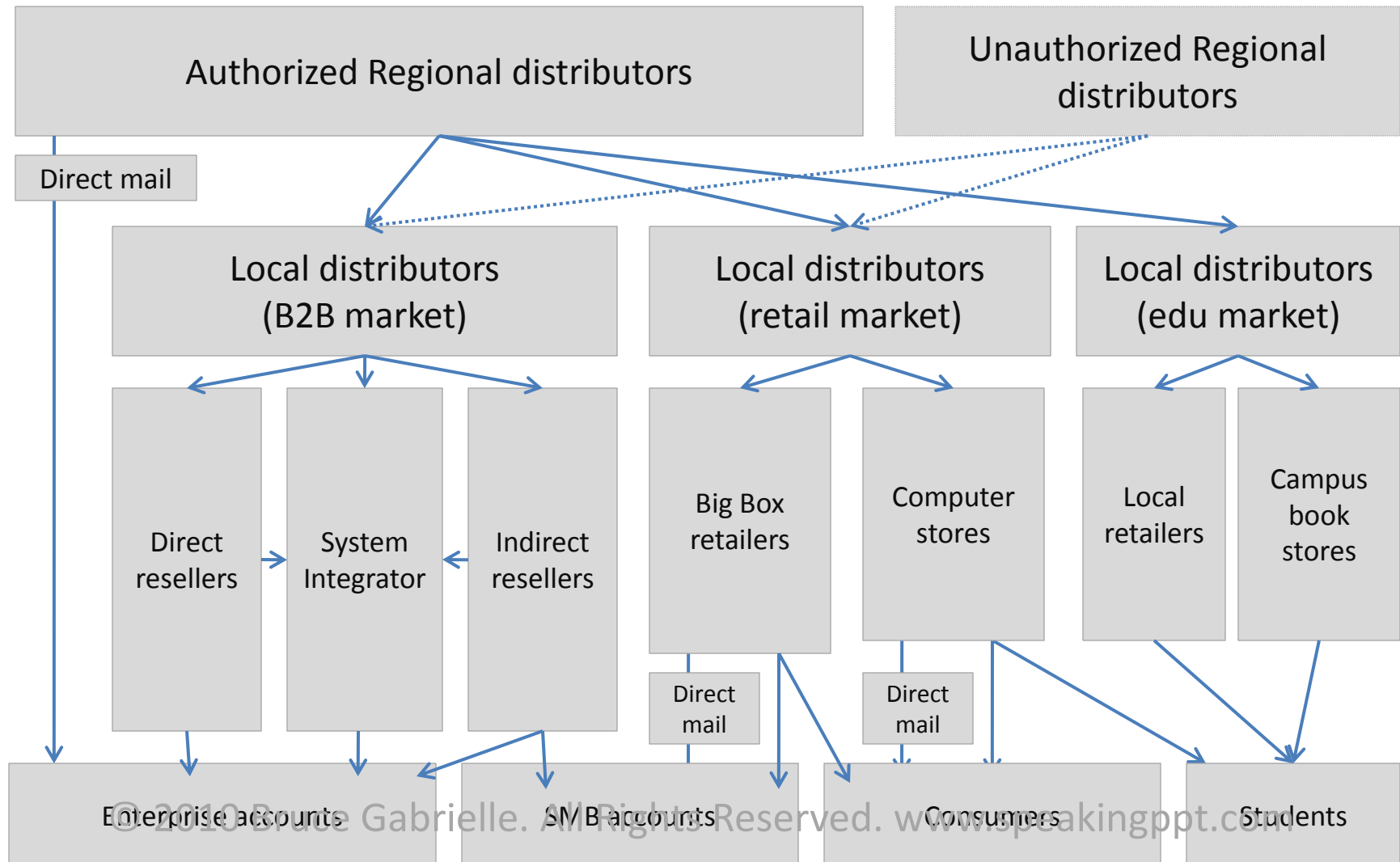


Our primary focus should be **Telecom, High Technology and Government** because they show the highest interest in our product

*Percentage of firms who rated our product very or extremely interesting*



# Reaching the end customer means working through a maze of channel partners



# Segment #1: Social

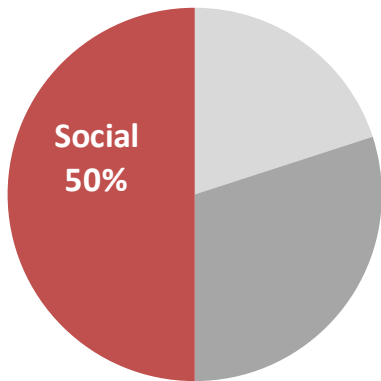


## Average age 20

4%	Under age 18
77%	18-22
14%	23-30
5%	31 or older

## Average income \$17,300/yr

15%	Under \$10,000/yr
48%	\$10,000-\$20,000/yr
31%	\$20,000-\$30,000/yr
6%	Over \$30,000/year



## Current technology usage

97%	cell phone
92%	laptop
75%	iPod/MP3 player
38%	smartphone

We can appeal to three market segments with a product line strategy

**PRICE**



Academic

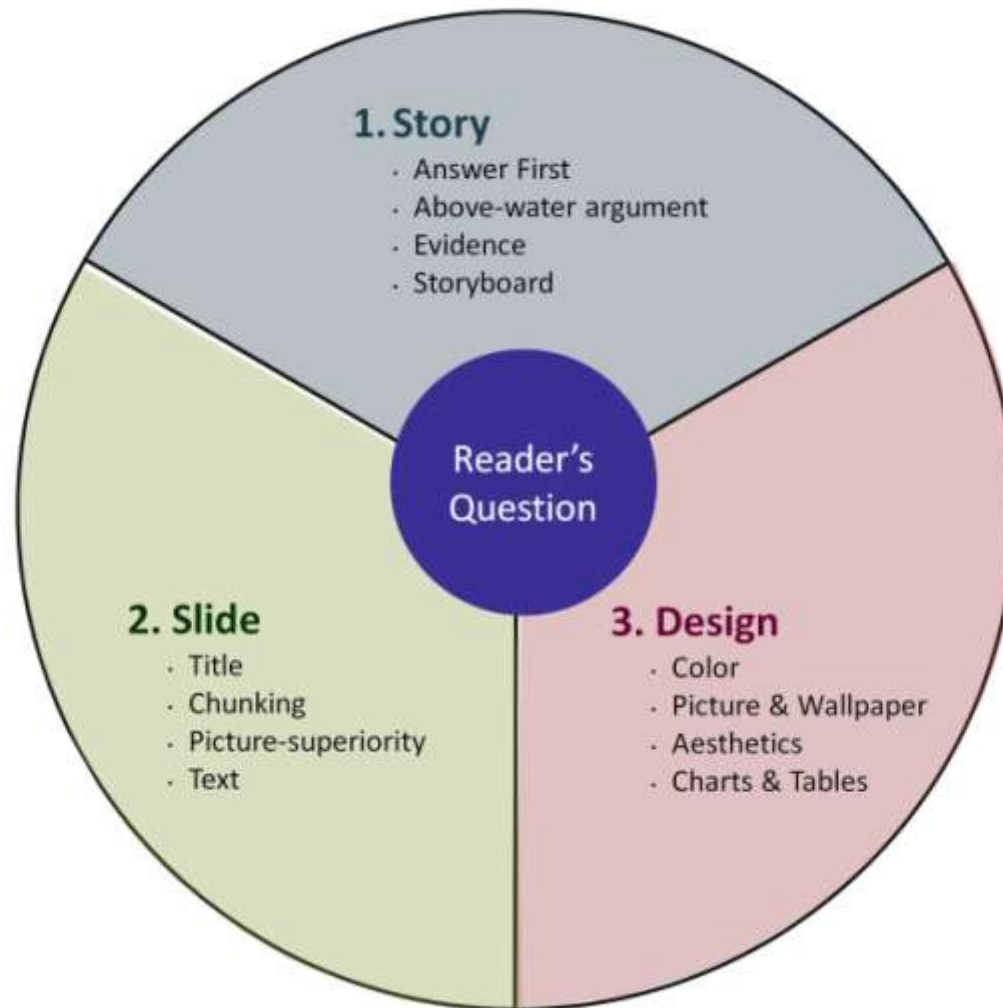


Athletic

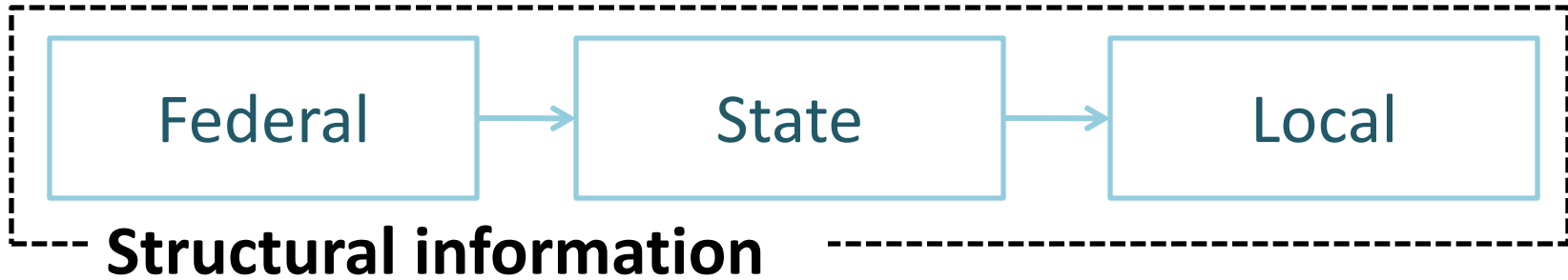


Social

# The Mindworks Presentation Method



There are three groups involved in the final decision



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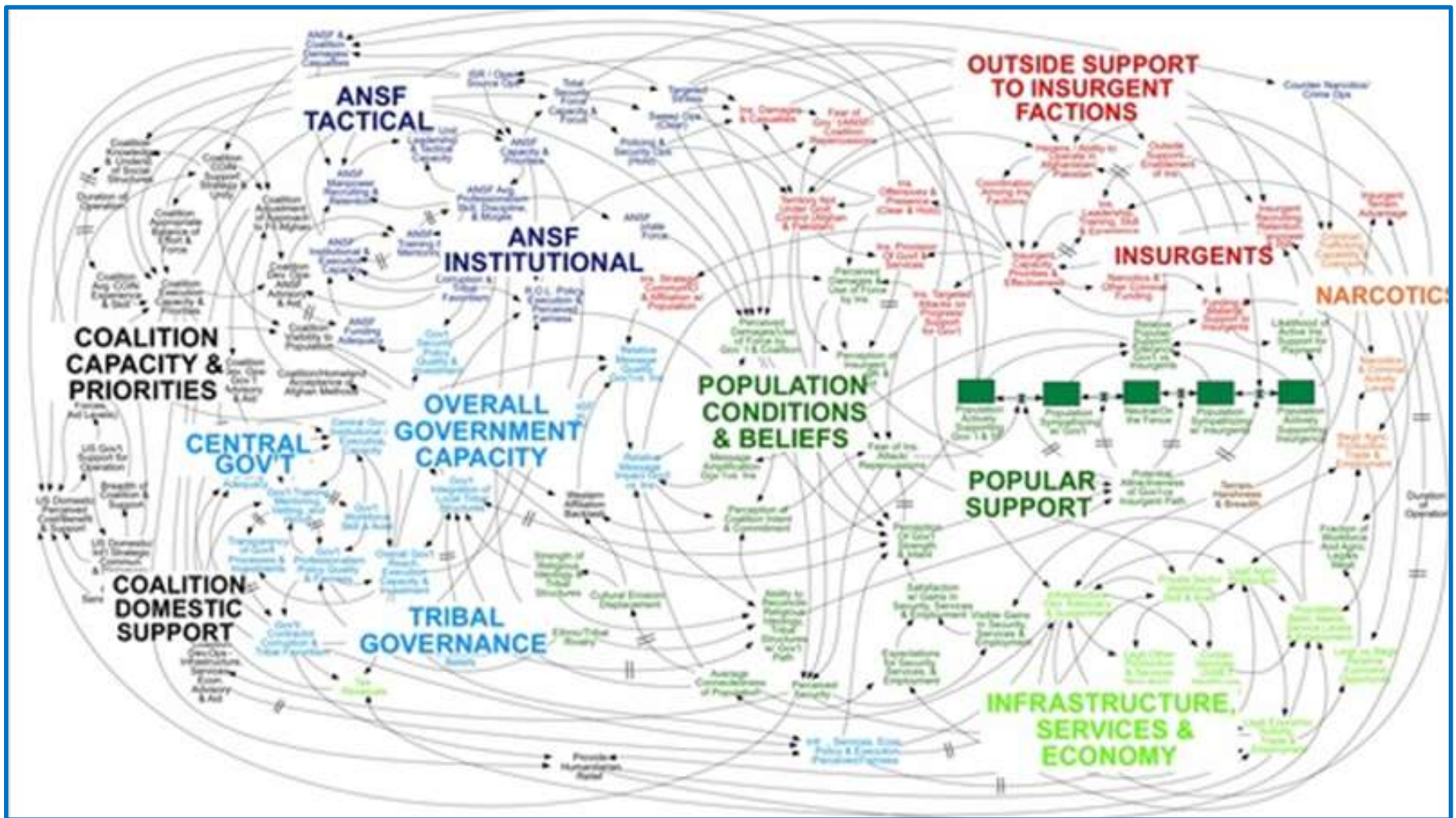


## Functional information

- Federal officials, including those at the senate and congressional levels, create national standards that guide professional credentials
- Lobbyist groups also influence federal decision making, either through the influence of contributions or the influence of voter power
- Federal laws and regulations also restrict the range of possible options

- State officials must meet federal requirements in order to secure funding. This includes the state governor, the state legislature and state department officials
- State regulations established also limit the range of potential options considered
- State ombudsmen and elected state officials represent the views of their own constituents, or their own political agendas, to influence the final decision

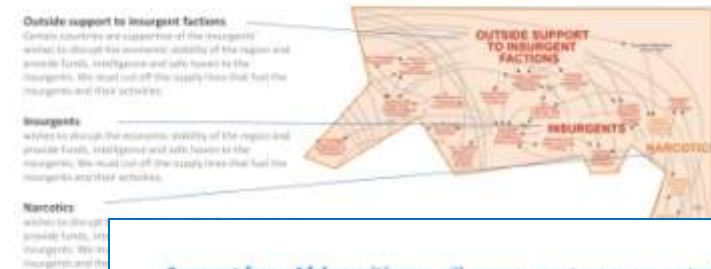
- Local officials, including superintendents, department heads and branch managers must meet state requirements to ensure continued funding
- Local officials may also reinterpret the state requirements and add their own local requirements, based on available funding and the philosophy of the board or local groups



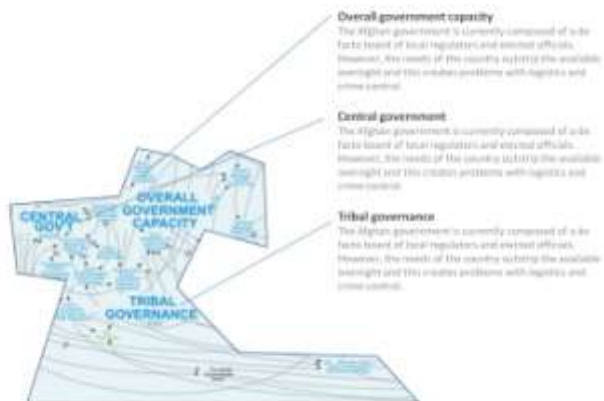
## Coalition support affects the resources available to us



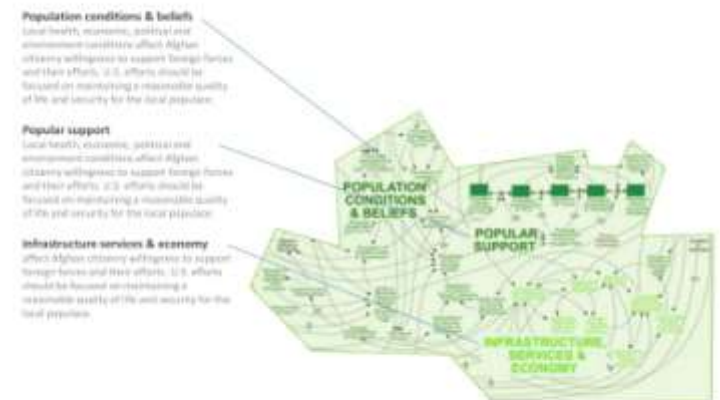
## We must cut off supply lines from insurgent supporters



## Afghan government must be strong enough to support local war efforts



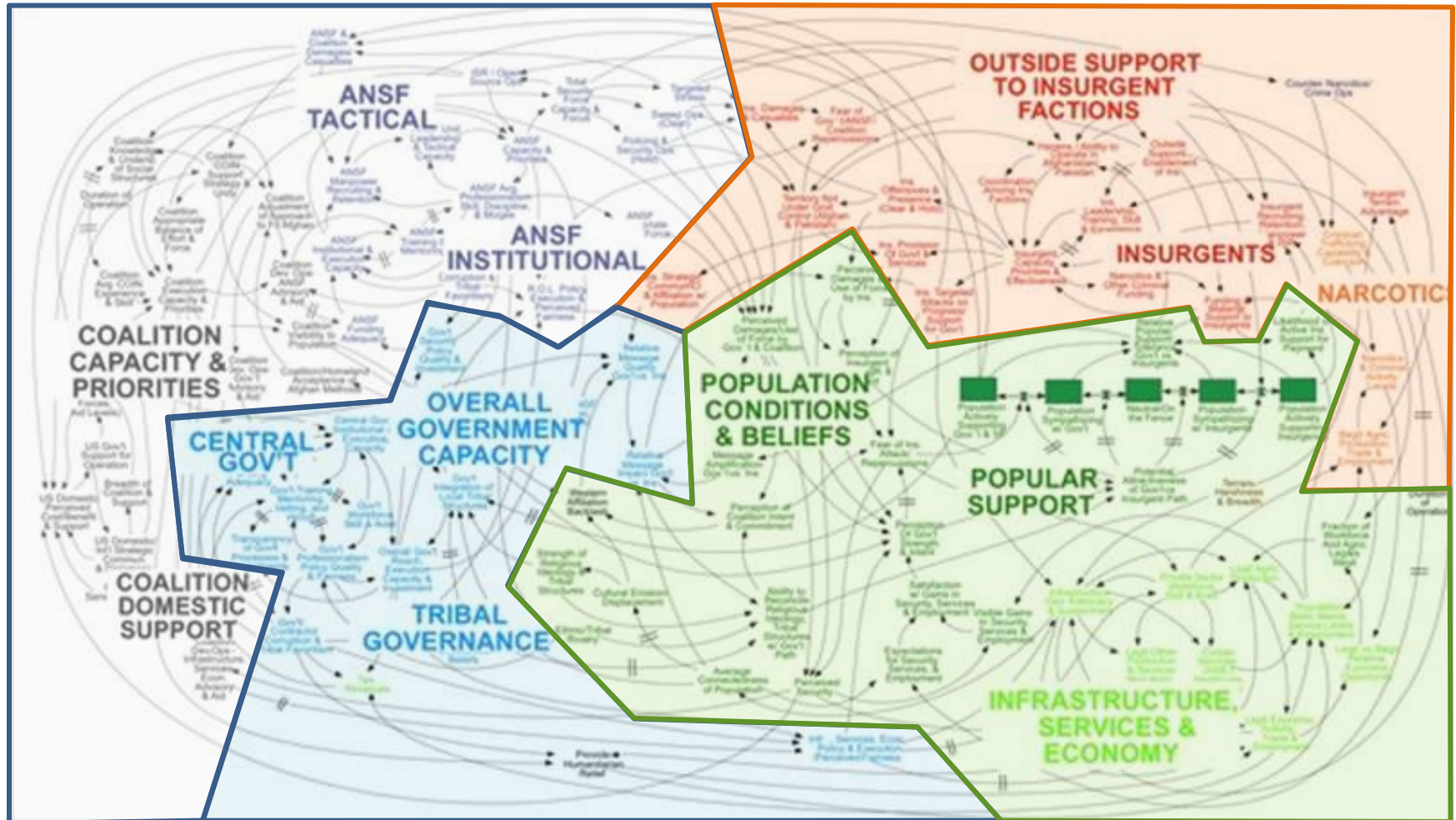
## Support from Afghan citizens will ensure our troops can act effectively



# Now let's have a **productive decision-making meeting**

**Coalition forces**

**Insurgent supporters**



**Afghan government**

**Afghan citizens**

## Coalition support affects the resources available to us



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## Afghan government must be strong enough to support local war efforts

**Overall government capacity**  
The Afghan government is currently composed of wide parts based on local regulations and power officials. However, the results of the country justify the available

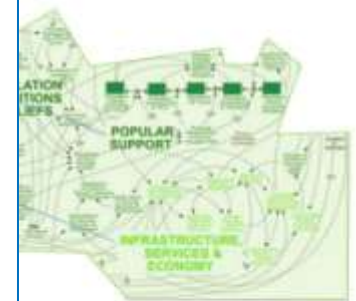
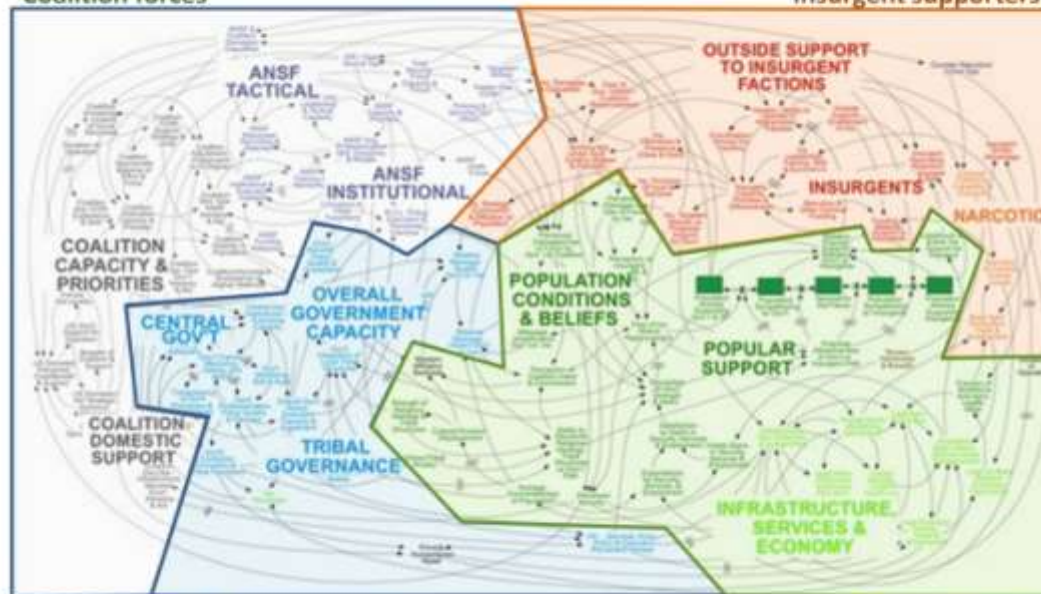
## Support from Afghan citizens will ensure our troops can act effectively

**Population conditions & beliefs**  
Local health, economic, political and environmental conditions affect Afghan citizens willingness to support foreign forces and their troops. It is a common belief

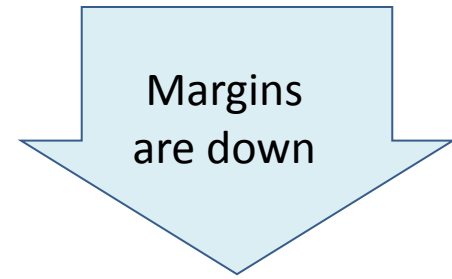
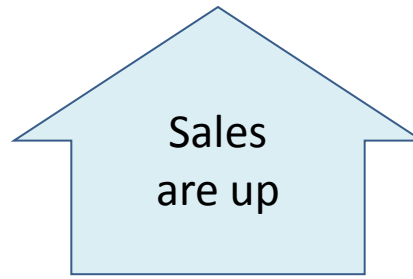
## Now let's have a productive decision-making meeting

### Coalition forces

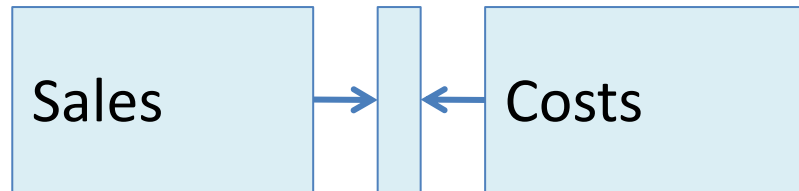
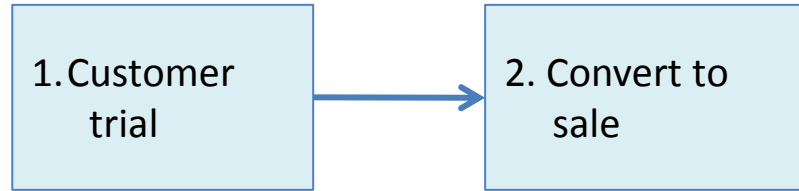
### Insurgent supporters



“Up/down arrows show negative or positive information”



“Arrows show forces or something causing something else”



“Squares/enclosures make it seem more like a *real thing*”

Channel incentives

“Bullets add drama!”

- Bullets
- Add
- Drama

## **What do customers want?**

Reliable product

Good price

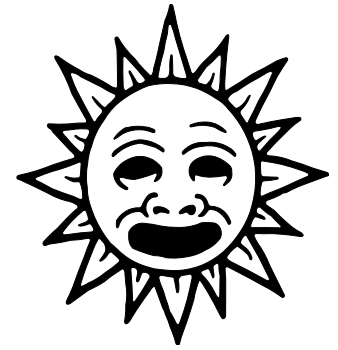
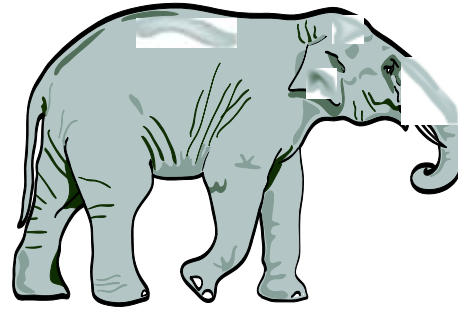
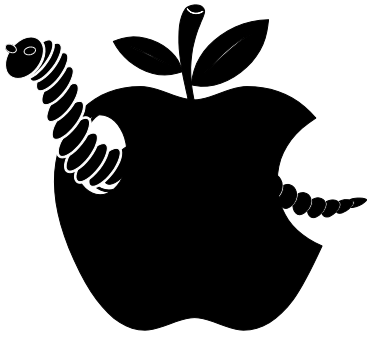
Fast technical support

## **What do customers want?**

Reliable product

Good price

Fast technical support



Images courtesy Vectorportal.com



## Our vision of a PC on every desktop is driving our 3-year goals and roadmap

### Vision

#### By RTM:

*Copenhagen v3 will be the **Social Hub on the web** and the **single destination** for consumer end user services*

#### Business Goals

- Build loyal customer base
- Increase relevance of online services offering

#### Copenhagen v3 will let people around the world:

- try and buy Copenhagen and other services via token/subscription
- locate and connect with long-lost friends.
- anywhere access with any OS (Windows, Mac, Linux)
- connect and share with others while having fun at the same time while using the web and online
- access games, entertainment and social activities
- maintain their single online social identity

### Roadmap

#### 2011 – v3.3 Begins

- Q1 – ABCv: Canada launch
  - DEF: Russian, Polish, Korean, Chinese, Dutch, Italian, Portuguese
- Q2 – ABCv: India and Mexico launch
  - DEF: Nordic Languages, Czech, Turkish, Greek
- Q3 – DEF: Slavic languages
- Q4 – v3 Begins, AgX Beta 1, More languages

#### 2012 – v3 .4

Q1 – RTM again beta 2, AgX Beta 2

#### Q2/Q3 – RTM again Availability

- OXOG and BLLR merge into a single site
- BLLR services available in all 38 AgX languages (14 countries where a fee is charged)
- VPBX (Burt) Rollout in Botswana

#### 2013 – RTM

- OGOX, RTM, BLLR and ABCv3 in a single site
- RTM online services available in all 38 RTM languages
- VPBX (Ballyr) Rollout in Madagascar

### Goals

#### 2011 Goals

- 700 gross adds
- 50% YOY unique visit increase
- 50% YOY page view increase
- 50% OxenRo Net Promoter score
- 5K web site designers, developers and how developers listed in the marketplace

#### 2012 Goals

- Trillions of gross adds
- Continued progress in engaging developers for web sites and online fun and games
- Improved NPS +45
- Increase in Unique Visits and Page Views

#### Longer-Term Goals

- 603M AgX/DEF registered users by FY12
- Substantial trial and cloud performance issues assured

# Our vision of a PC on every desktop is driving our 3-year goals and roadmap

## Vision



### Copenhagen v3 will let people around the world:

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2011

2012

2013+

## Goals

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- 50% YOY unique visit increase
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Chapter 10

# Text

# Review of Test Data Indicates Conservatism for Tile Penetration

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- The existing SOFI on tile test data used to create Crater was reviewed along with STS-87 Southwest Research data
  - Crater overpredicted penetration of tile coating significantly
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      - Varies with volume/mass of projectile (e.g., 200ft/sec for 3cu. In)
    - Significant energy is required for the softer SOFI particle to penetrate the relatively hard tile coating
      - Test results do show that it is possible at sufficient mass and velocity
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      - Minor variations in total energy (above penetration level) can cause significant tile damage
  - Flight condition is significantly outside of test database
    - Volume of ramp is 1920cu in vs 3 cu in for test

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*Motivated audience*

## Boardroom-style

Reading deck



Discussion deck



Briefing deck



← *Single reader*  
*No presenter*

*Large audience* →  
*Presenter*

*Slideshare.net*

*VC pitch*

*Sales presentation*

*Motivational speaker*

*Keynote address*

## Ballroom-style

*Less motivated audience*



### Text-only slide

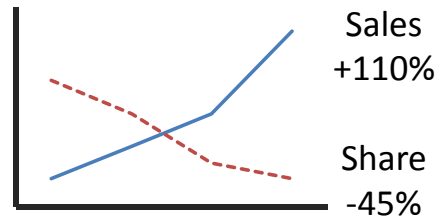
#### Sales improving but losing share

- Sales up 110% in four quarters
- But share down 45%
- Market expanding faster than sales
- Inventory and channel problems



### Picture slide with sparse text

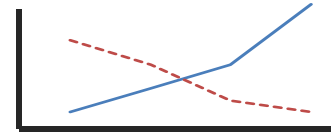
#### Sales improving but losing share



### Picture slide with extensive text

#### Sales improving but losing share

- Sales up 110% in four quarters
- But share down 45%
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## **Customers want a Loyalty Program that offers product discounts, customer support and trial software**

- **Regular product discounts considered most important element**
  - Affordability is primary concern
  - Customer must bear the risk
- **Customers expect vendor support**
  - 24x7 technical support
  - self-help forums
  - native language support
- **Availability of trial or beta versions of software**
  - Can try before they buy
  - Feedback from their own staffs and colleagues before making a purchase decision

## Customers want a Loyalty Program that offers product discounts, customer support and trial software

- **Regular product discounts** are considered as the most important element of a customer retention program. Customers face challenges in terms of the affordability of new technologies. Either the customers have to incur a cost for new technologies or the customer's colleagues must bear the cost, which affects the overall productivity. The customer's colleagues are expected to provide technology to their own staffs. This would help in better training of their manpower.
- **Customer support** is a basic customer expectation. This business should also enable access to self-help forums and especially in their native language.
- **Trial or beta software** should be available to partners, say customers. The trial versions can help customers try before they buy newly launched technologies. Also customers can get feedback from their own staffs and colleagues prior to making a larger investment.

## Customers want a Loyalty Program that offers product discounts, customer support and trial software

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- **Customer support.** Customers expect the vendors to support them in higher levels of service. This business should also enable access to self-help forums and especially in their native language.
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## **Product discounts encourage trial**

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## **Customers value self-support and vendor-provided support**

Customers expect the vendors to support them in higher levels of service. This business should also enable access to self-help forums and especially in their native language.

---

## **Trial software helps them convince others**

The availability of trial or Beta versions of software to partners is considered important by customers. The trial versions can help customers try before they buy newly launched technologies. Also customers can get feedback from their own staffs and colleagues prior to making a larger investment.

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# 500 words will fit on a PowerPoint slide

## 1. Use slides when you present

The first question is: should you use slides at all when you present? The answer is yes. Slides will make you a more effective communicator and increase your credibility in boardroom settings.

Several studies have found presenters are more effective when they use slides. In a 1986 study by Professor Douglas Vogel, a presenter tried to persuade a roomful of students to attend a time management workshop. When the presenter used slides, students were 43% more likely to register for that workshop than when the presenter used no slides. In fact, when the presenter used no slides, students were less interested in the workshop than they were before they heard the presentation.

In 2005, Professors Andeweg and Blokzijl tested whether students learned more when the instructor used slides. Out of six presentations, the two groups which scored the worst on tests were the students who watched lectures without slides. The researchers repeated the study again in 2007 and found the same result – students learned the least when the presenter used no slides.

In a 2008 review of 15 research papers on PowerPoint effectiveness, Kevin Johnson of Nova Southeast University concludes PowerPoint either improves a presentation or has no effect. It was harmful to learning only when used inappropriately, with sound effects, animated text, and graphics not related to the learning material. In all other cases, using PowerPoint either improved learning or had no effect.

The reason is straightforward: slides make your points explicit and provide a structure that helps your audience follow your logic. In fact, learning was improved the most when a below-average presenter used slides, because the audience became even more dependent on the slide content.

In both the Andeweg studies and Vogel studies, the researchers also found that slides increased the credibility of below-average speakers. Above-average speakers' credibility was not enhanced by using slides, but the credibility of below-average presenters grew to nearly match the above-average speaker's credibility scores.

So, the evidence suggests that you will communicate more clearly and enhance your credibility when you use PowerPoint slides, and especially for average and below-average presenters.

What should be on those slides? Text? Pictures? Both? How much text? Should you use bullets? We answer all those questions next.

## 2. Do not combine text and pictures on a slide

We learned in the last chapter that adding pictures to your slides makes your message clearer and more persuasive. But you should avoid presenting a slide with both text and pictures because it will make you a less effective communicator. Slides should contain text or pictures, but not both.

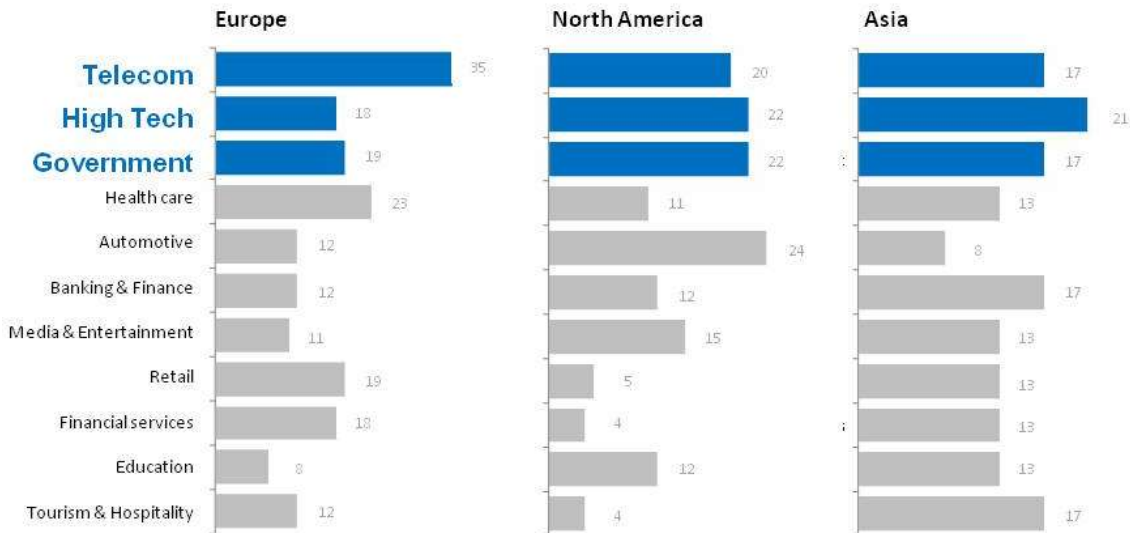
For example, imagine there are two meetings going on at the same time. In one room, Anna is presenting findings from a customer segmentation study and she is showing graphs with limited text. In another room, Brenda is discussing the same segmentation study, but her slides contain graphs and extensive bullet points and body text. Which presenter is communicating more effectively?

You might think Brenda is communicating most effectively because her audience can both hear and read the same information – they are getting the text both verbally and visually.

In fact, Anna is communicating more effectively: about twice as effectively as Brenda!

Our primary focus should be **Telecom, High Tech and Government** because they show the highest interest in our product

*Percentage of firms who rated our product very or extremely interesting*



Telecom, High Tech and Government showed the highest interest in our product, based on surveys of CIO's in 10 geographies. Verbatim feedback provides more details on their purchase drivers.

Telecom is interested in reducing their costs by outsourcing technology services to global technology partners. They are not driven by a need to be on the cutting edge, as they are largely mature industries and focused primarily on reducing their operating expenses. In Asia, there was some interest in using outsourced services as a way to offer differentiated value but it was secondary to their primary driver, reducing costs.

High Tech was interested in outsourcing to reduce the burden on their IT staff and allow them to work on higher-value projects. Technology services is considered a commodity and most effectively outsourced to a technology partner. Small local technology firms were also price sensitive but larger technology firms with complex infrastructures were more interested in service level agreements, privacy and security and they were willing to pay a premium.

Government was also interested in reducing costs by outsourcing commodity technology services. They were extremely price sensitive but willing to purchase in bulk to achieve higher price discounts.

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# **(Cont'd) Customers want a Loyalty Program that offers product discounts, customer support and trial software**

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  - Flight condition is significantly outside of test database
    - Volume of ramp is 1920cu in vs 3 cu in for test

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# We need additional in-orbit photos of the wing

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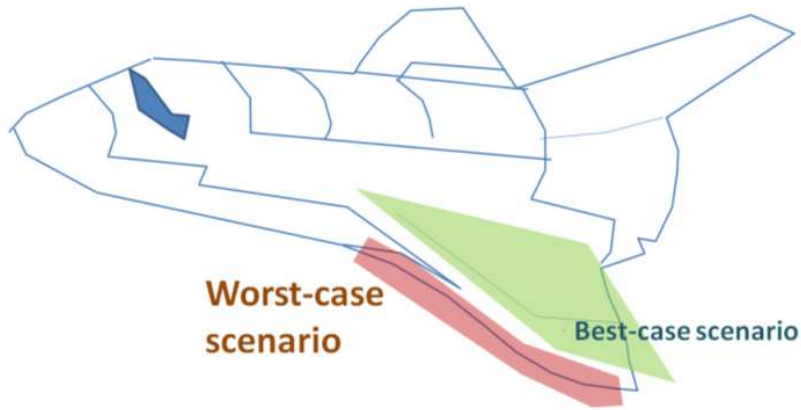
- Crater predicts SOFI penetrated through to aluminum frame
- But these results are inconclusive; the projectile that hit Columbia is 600 times larger than anything in the Crater database
- Damage could be insignificant if it hit the heat tiles, or critical if it penetrated the coating on the wing's leading edge
- We need photos so we can visually confirm one of these scenarios

# We need additional in-orbit photos of the wing

---

- Crater predicts SOFI completed penetrated wing's aluminum frame
- Results inconclusive. SOFI is 600 times larger than anything in the Crater database
- Insignificant damage if it hit the heat tiles
- Critical damage if it struck wing's leading edge

## We need additional in-orbit photos of the wing



BOEING

2/21/03

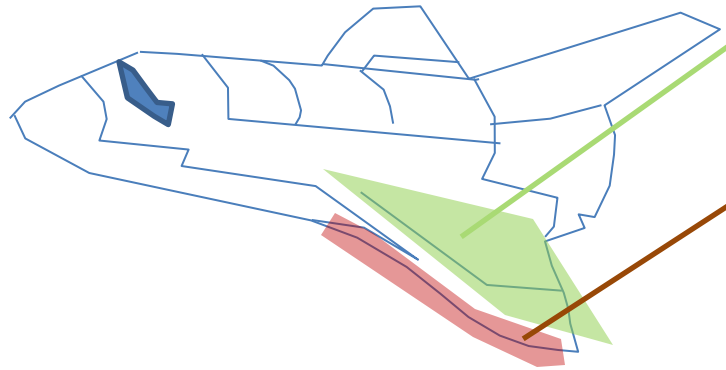
## We need additional in-orbit photos of the wing

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- Insignificant damage if it hit the heat tiles
- Critical damage if it struck wing's leading edge

BOEING

2/21/03

# We need additional in-orbit photos of the wing



## **Best-case scenario**

SOFI struck heat tiles and caused insignificant damage

## **Worst-case scenario**

SOFI struck leading edge of wing and completely penetrated to aluminum frame

**Crater predicts SOFI penetrated through to the aluminum frame.**

Crater predicts the SOFI caused damage that was deeper than the depth of the protective shield on the wing edge, indicating complete penetration to the aluminum frame. Significant energy is required for the softer SOFI particle to penetrate the relatively hard tile coating. Test results do show that it is possible at sufficient mass and velocity

**Results inconclusive.  
Crater tends to over-estimate damage and the SOFI that hit Columbia is 600 times larger than anything in our test database.**

SOFI that hit Columbia is 1920cu in, while the largest projectile in the test database is 3 cu in. Most of the data in our database is of projectiles of a small mass and velocity than the SOFI that hit Columbia. The larger the projectile, the more likely it is to cause penetration even at low speeds (eg. 200ft/sec at 3cu in)

**Damage could be insignificant if it hit the heat tiles, or critical if it penetrated the coating on the wing's edge.**

An angle of impact less than 15% is a glancing blow and would cause little or no damage. An angle of impact greater than 15% increases the damage. Minor variations in total energy (above penetration level) can cause significant tile damage

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## We need additional in-orbit photos of the wing



BOEING

## We need additional in-orbit photos of the wing

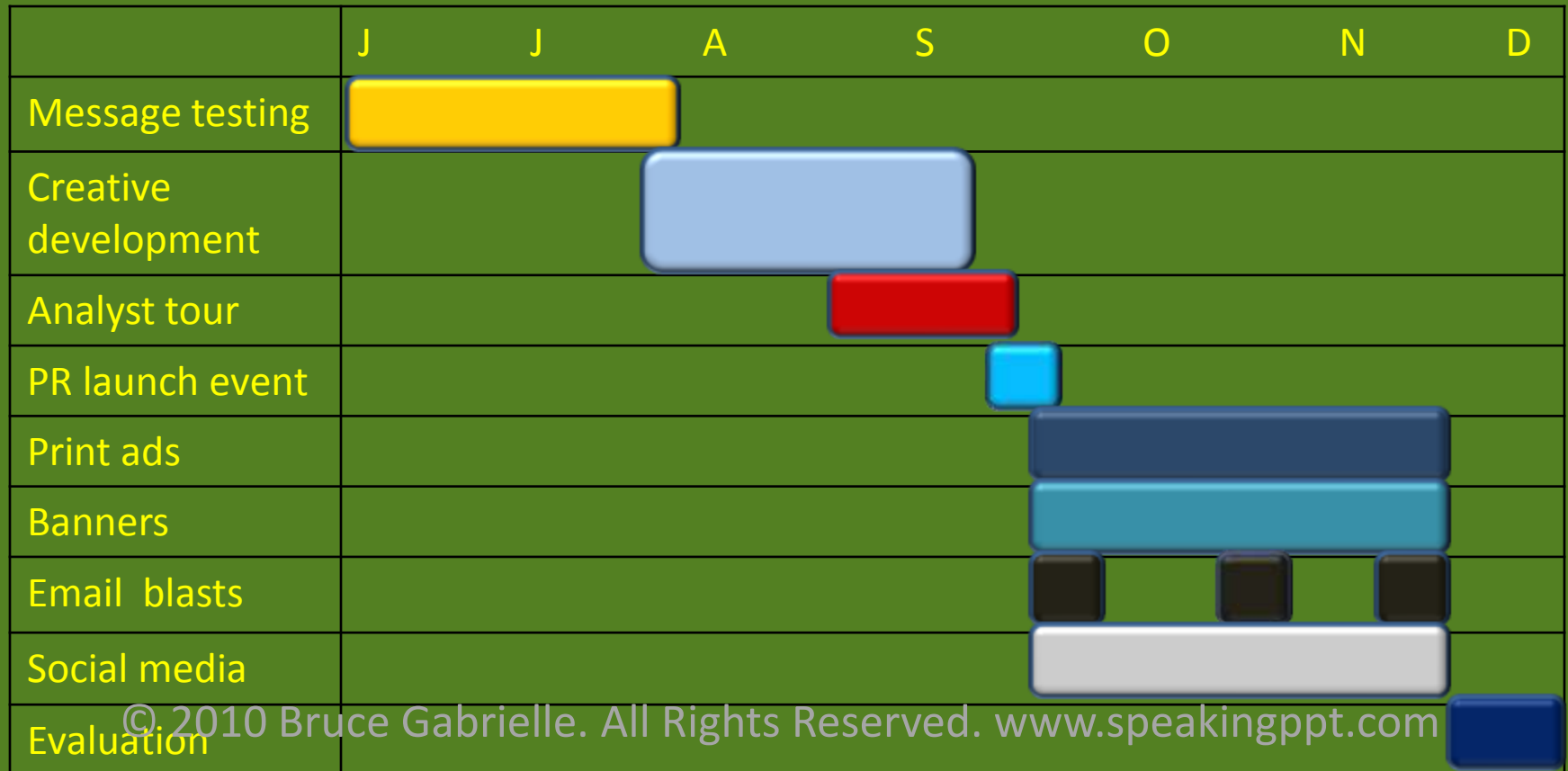
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- Insignificant damage if it hit the heat tiles
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Chapter 12

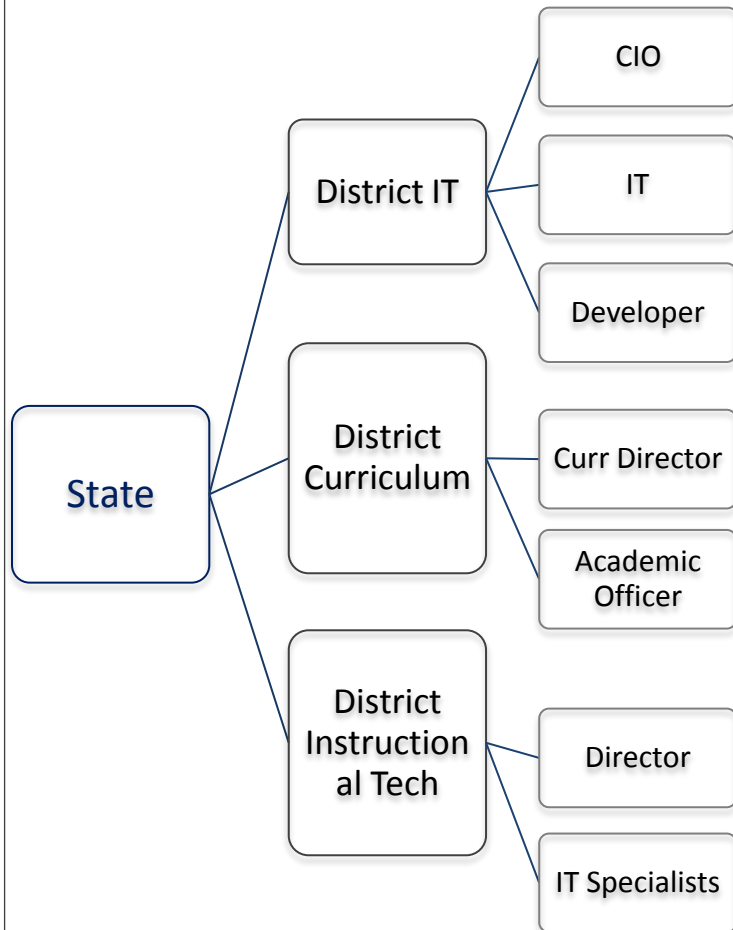
# Color

# Launch Timeline for Project Copenhagen v3

- Copenhagen v3 on track for late August RTM
- Channel readiness being handled by Ch & All team. See appendix for partner readiness strategy and timelines
- Analyst tour being managed by Becky R. team with input from PMktg

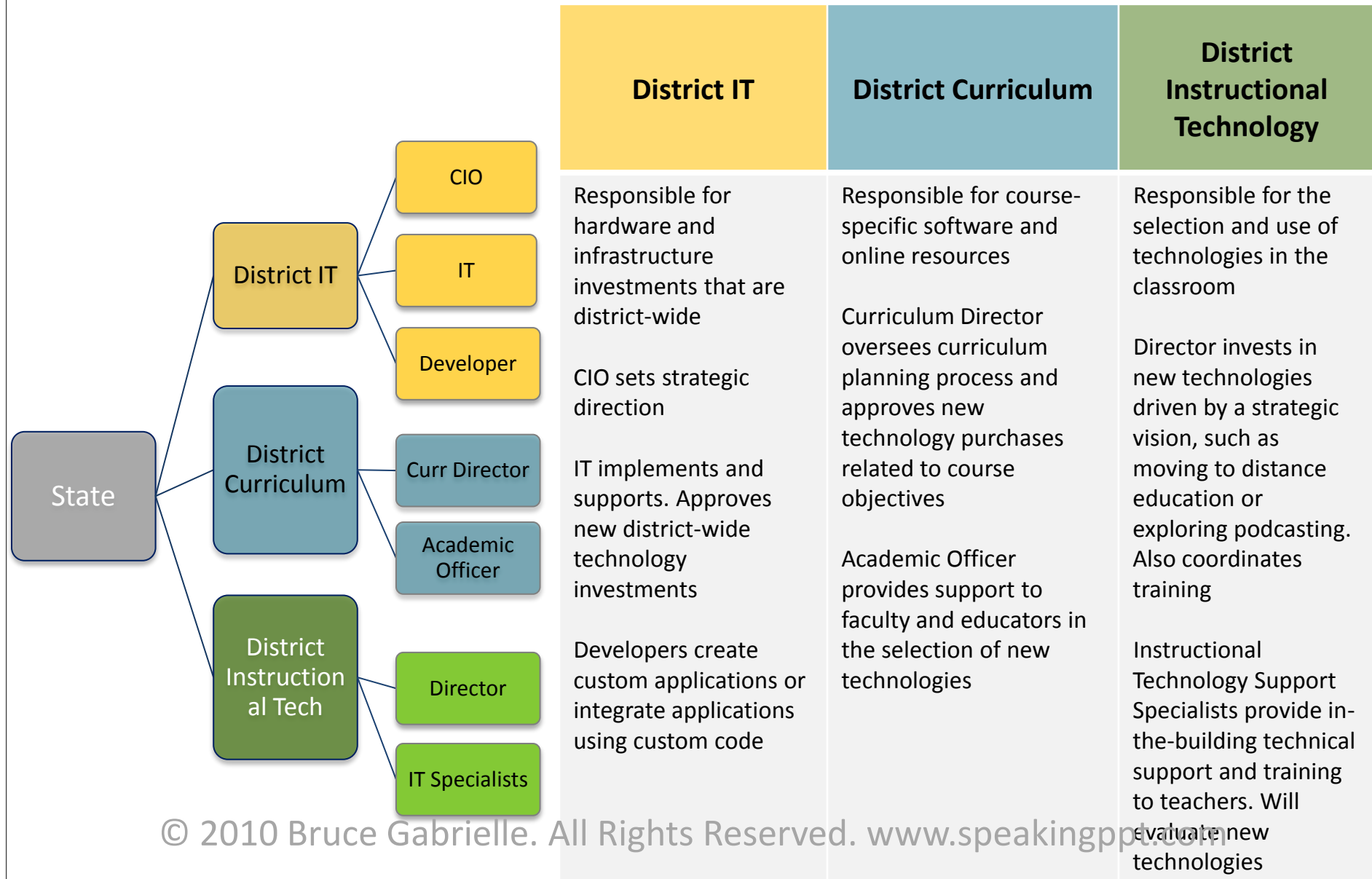


# Each decision maker plays a different role in technology adoption

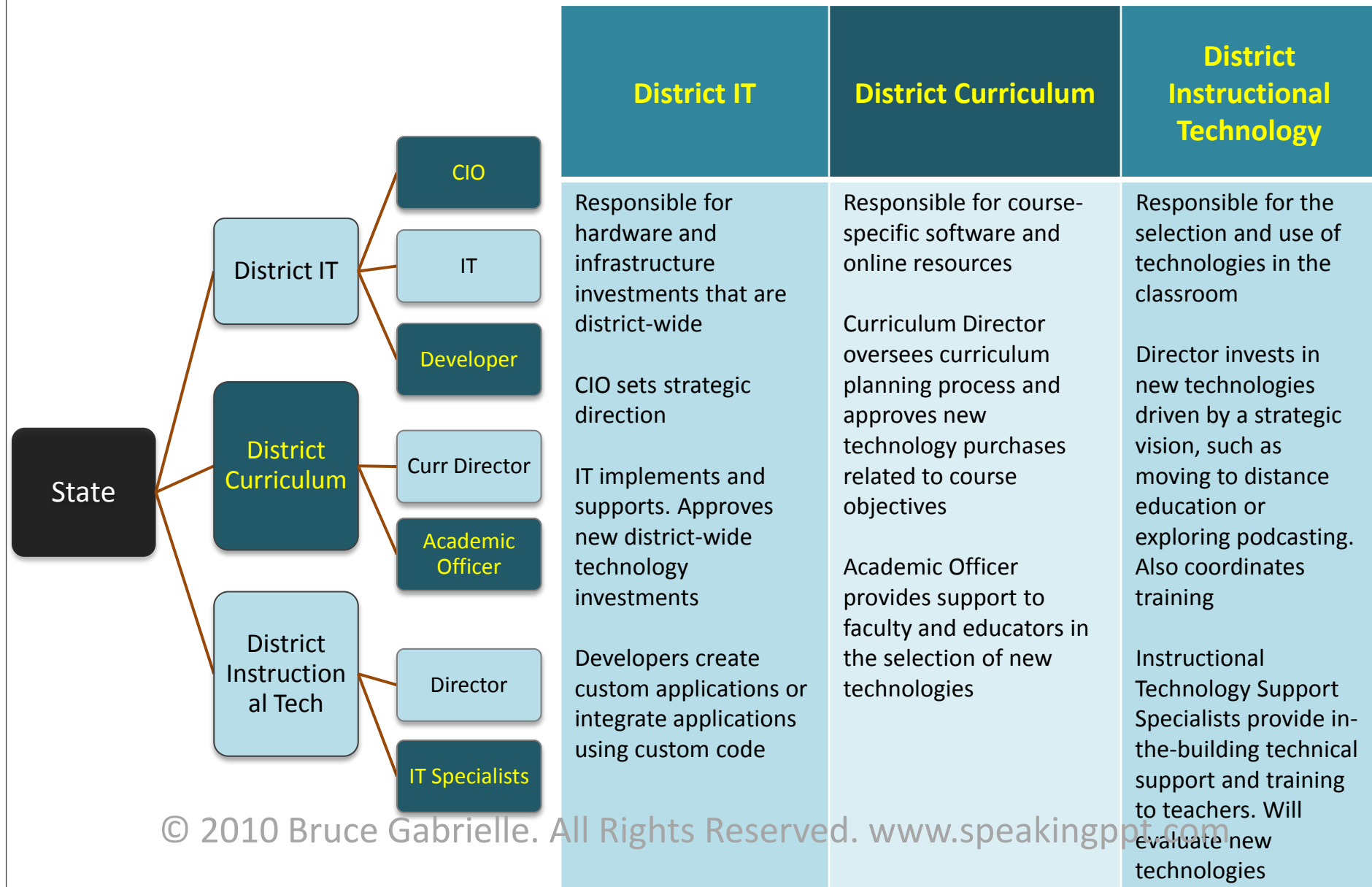


District IT	District Curriculum	District Instructional Technology
<p>Responsible for hardware and infrastructure investments that are district-wide</p> <p>CIO sets strategic direction</p> <p>IT implements and supports. Approves new district-wide technology investments</p> <p>Developers create custom applications or integrate applications using custom code</p>	<p>Responsible for course-specific software and online resources</p> <p>Curriculum Director oversees curriculum planning process and approves new technology purchases related to course objectives</p> <p>Academic Officer provides support to faculty and educators in the selection of new technologies</p>	<p>Responsible for the selection and use of technologies in the classroom</p> <p>Director invests in new technologies driven by a strategic vision, such as moving to distance education or exploring podcasting. Also coordinates training</p> <p>Instructional Technology Support Specialists provide in-the-building technical support and training to teachers. Will evaluate new technologies</p>

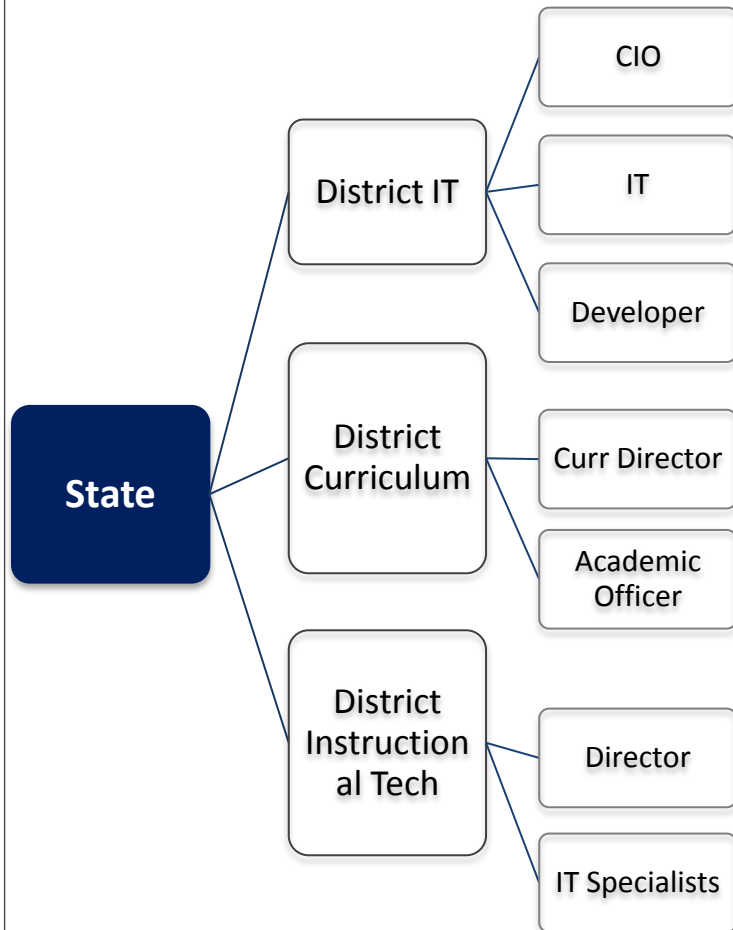
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# Each decision maker plays a different role in technology adoption

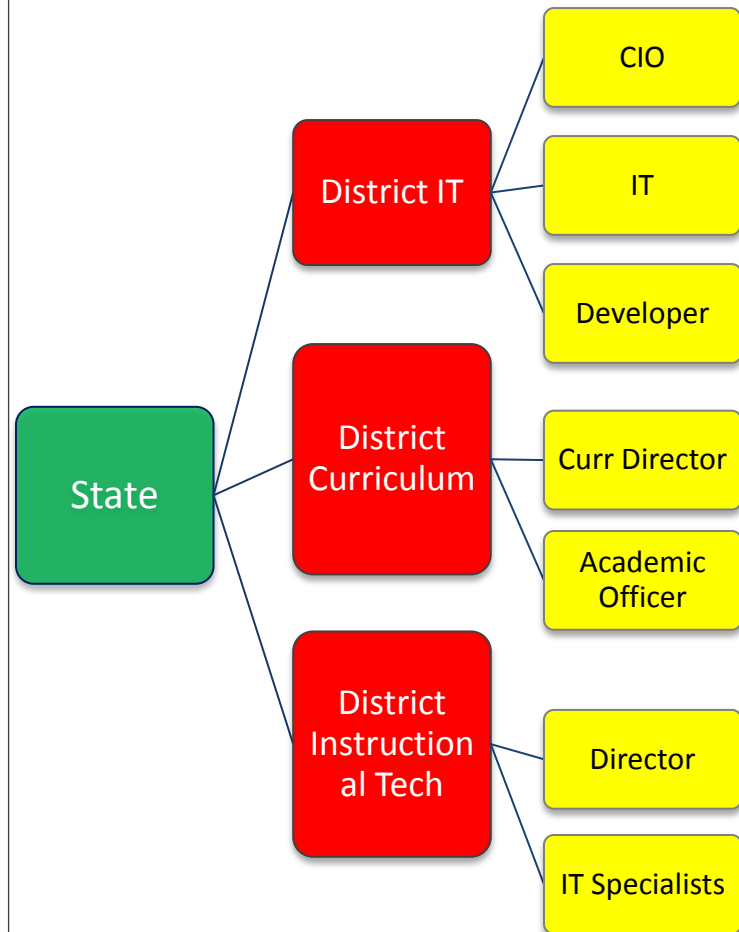


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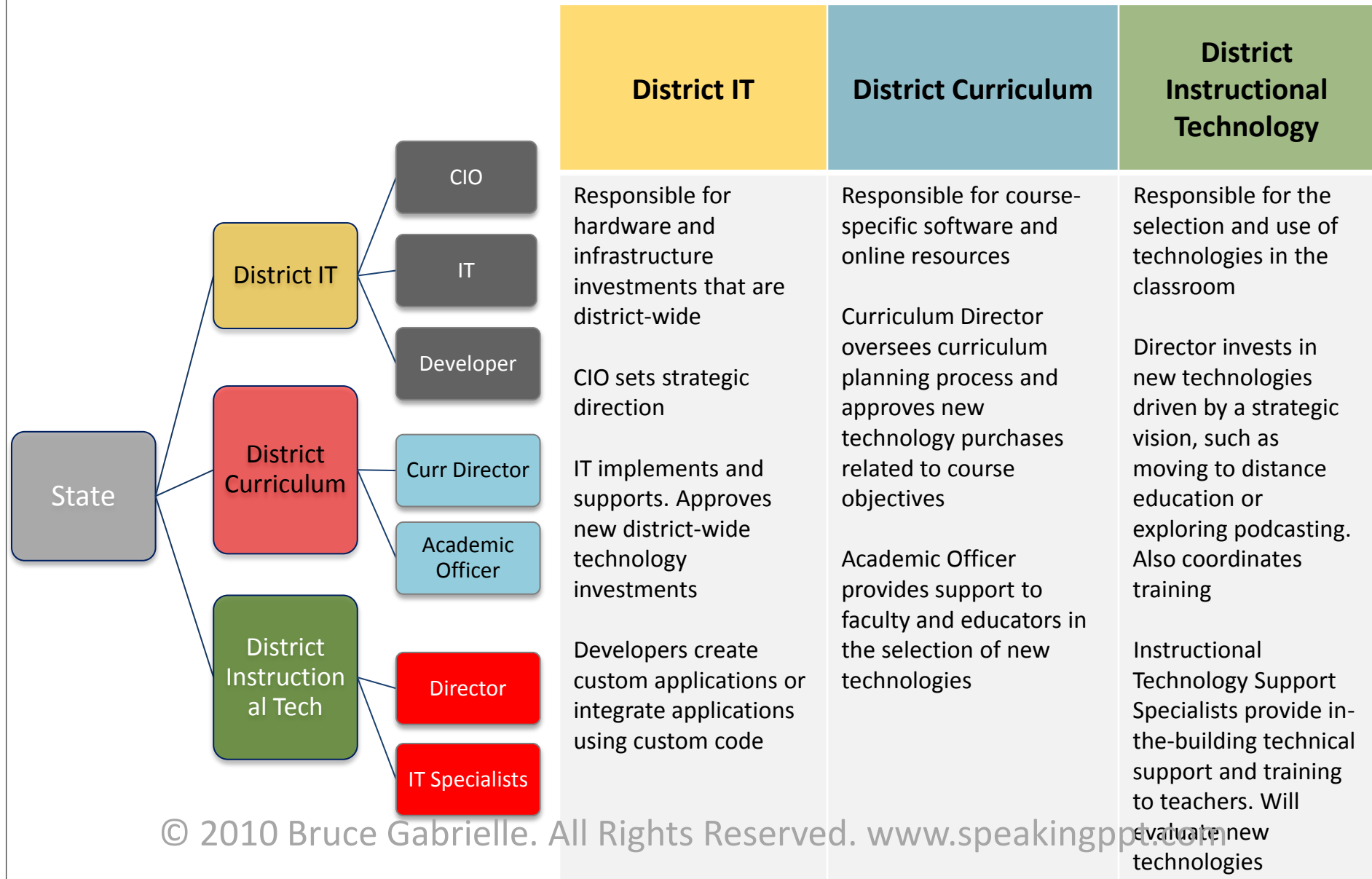
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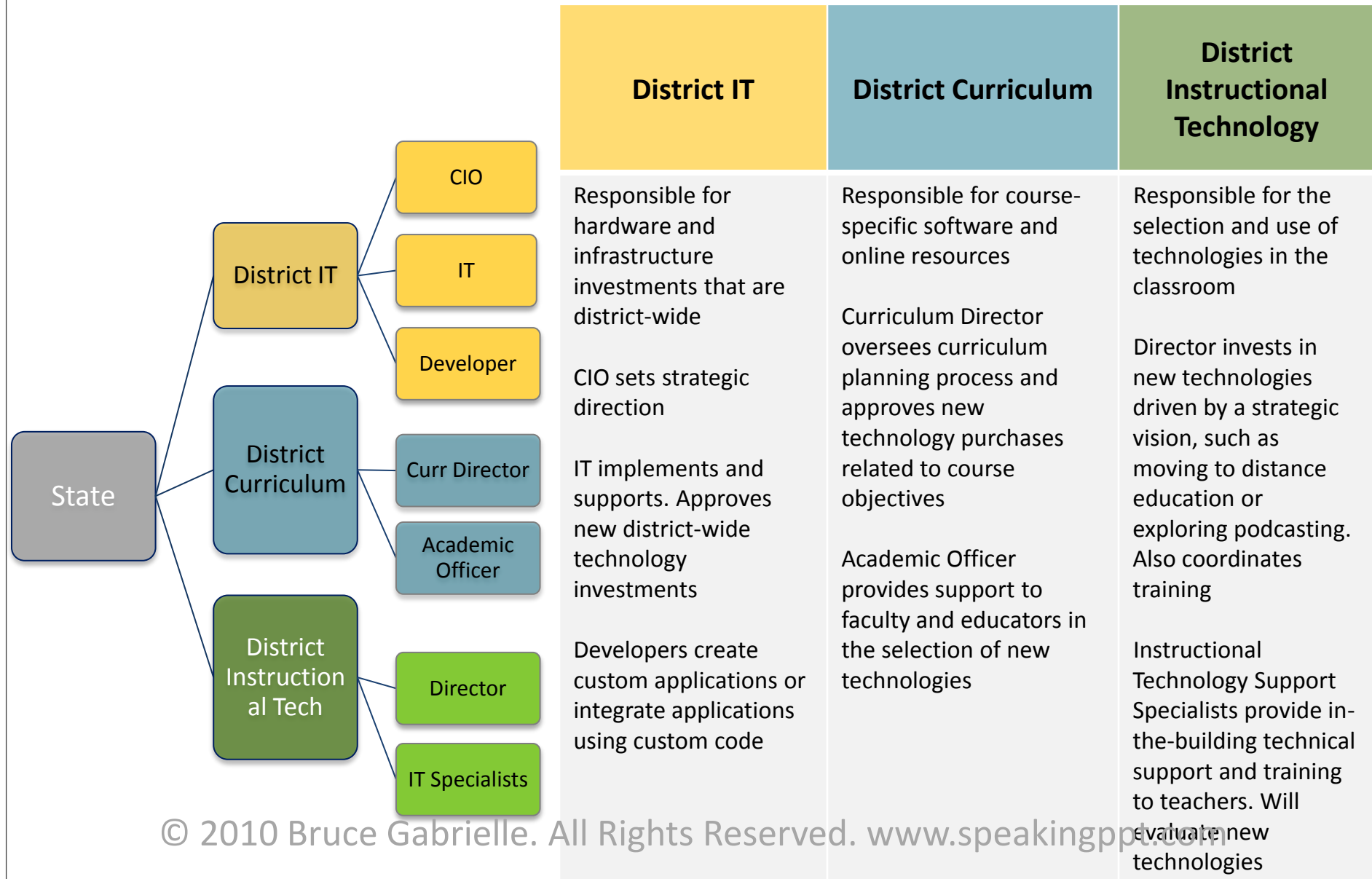


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# Each decision maker plays a different role in technology adoption



# Each decision maker plays a different role in technology adoption



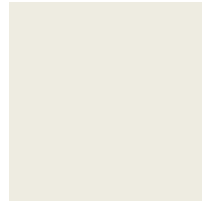
## My Signature Color



## My Color Palette



R 42  
G 54  
B 89



R 89  
G 59  
B 2



R 89  
G 43  
B 2



R 38  
G 1  
B 1



R 13  
G 0  
B 0

## Find Your Color Palette

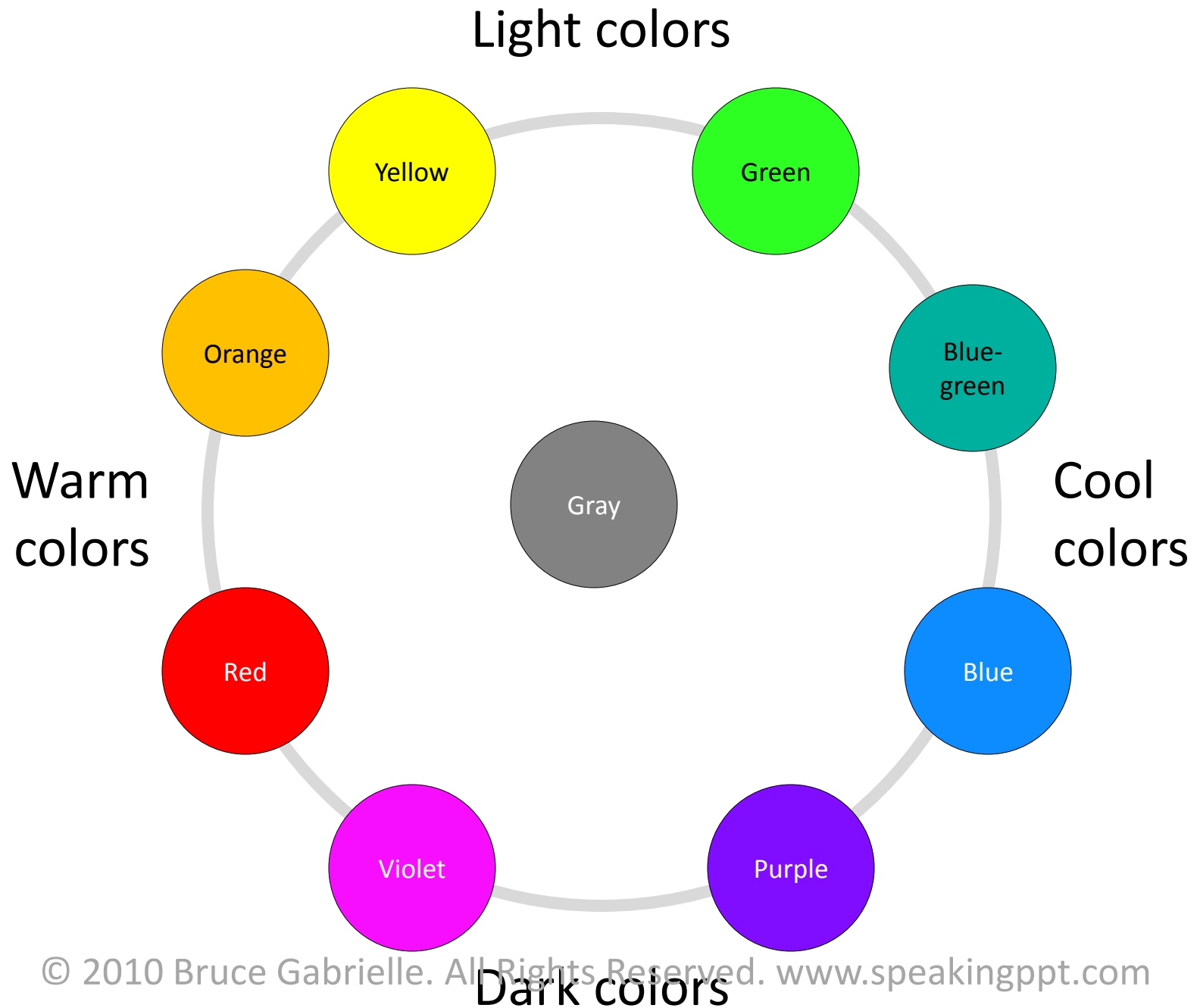
<http://kuler.adobe.com>



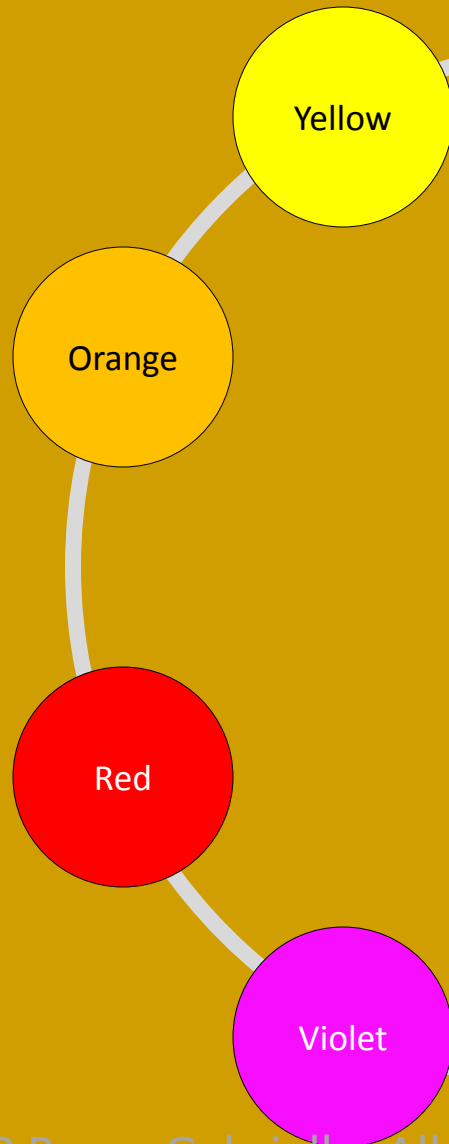
# Contrast



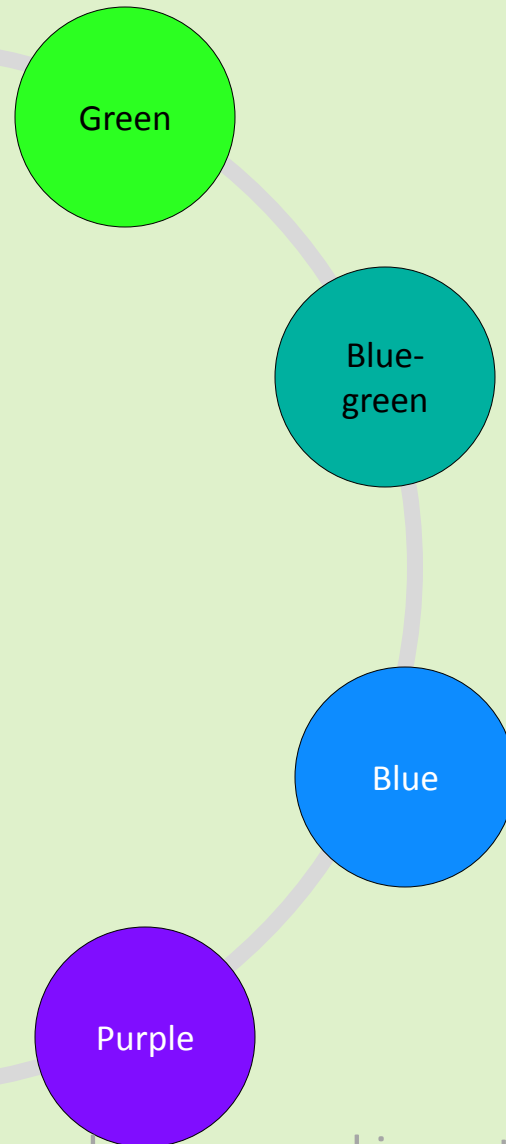
**Really** *different*



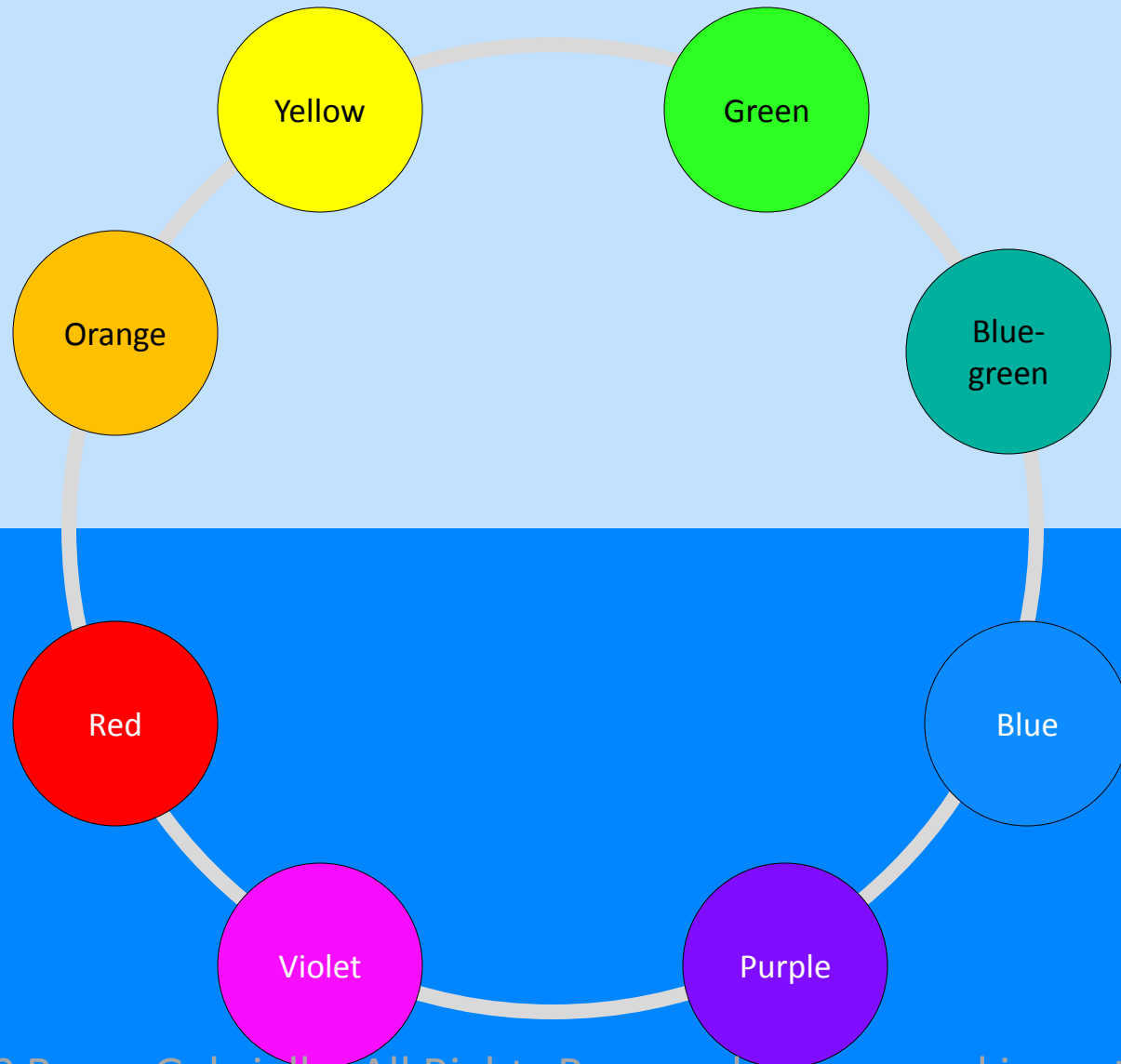
**Warm  
colors**



**Cool  
colors**



# Light colors



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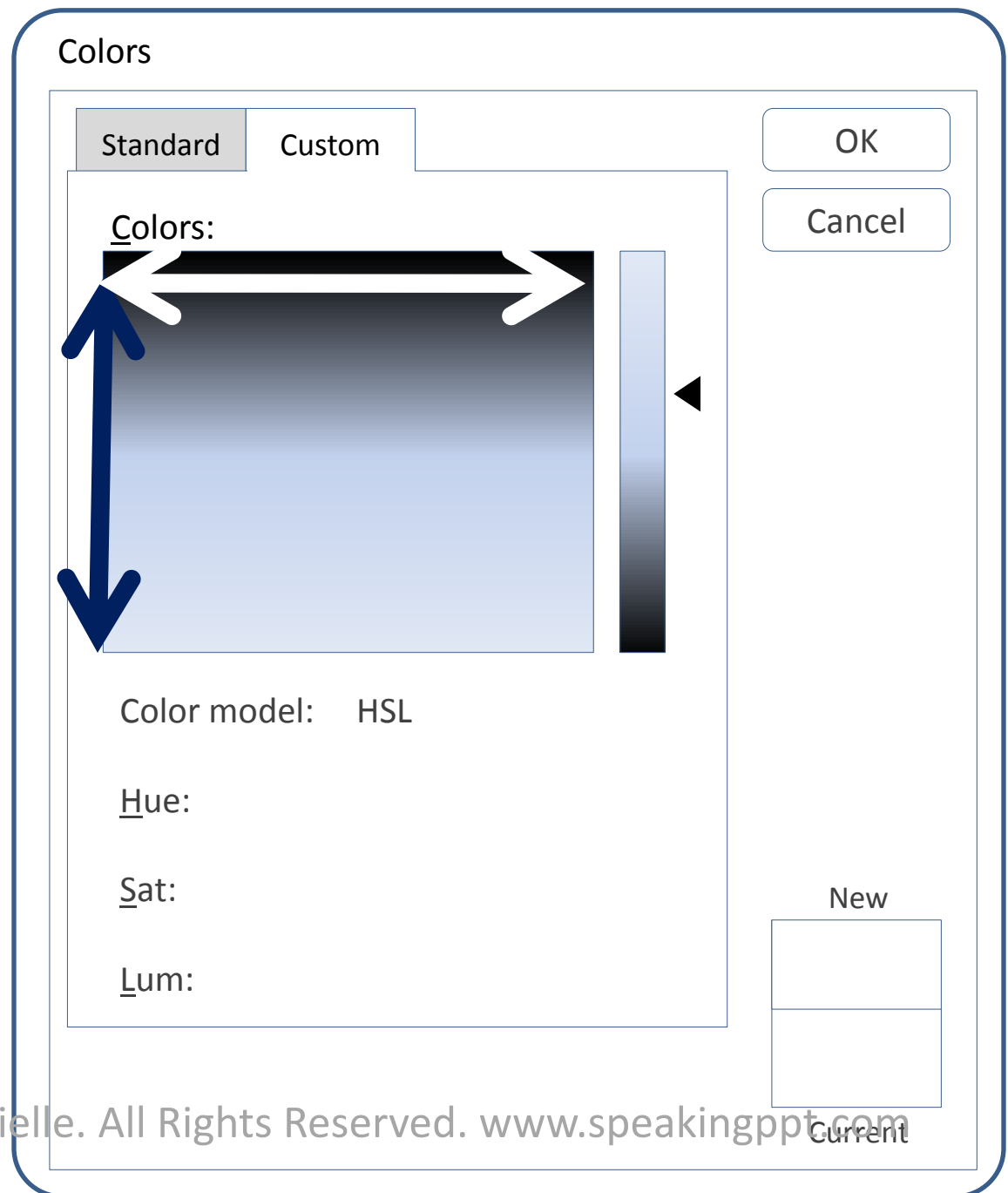
# Dark colors

## Hue

The colors of the color wheel are arranged from left (red) to right (cool colors) and back to red

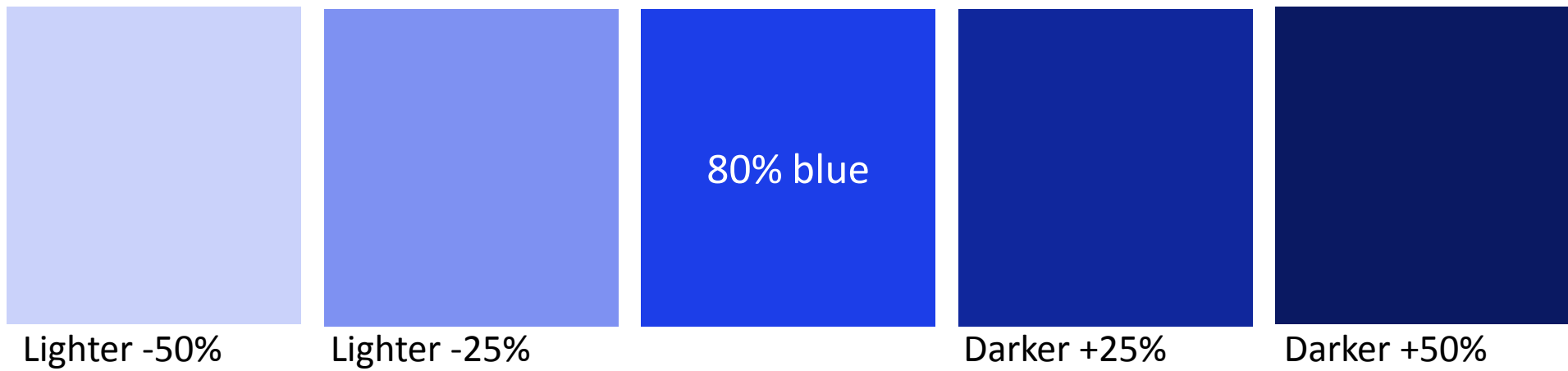
## Saturation

Adjust saturation from 0% (bottom – basically gray) to 100% (top)



## Tints

## Shades



## Colors


Standard

Custom

OK

Cancel

Colors:



Color model: HSL

Hue:

Sat:

Lum:

New

Current

# Brightness

(Also called *luminosity*).

Adjust brightness from tints (top) to shades (bottom)



70% Contrast

70% Contrast

70% Contrast

70% Contrast



70% Contrast

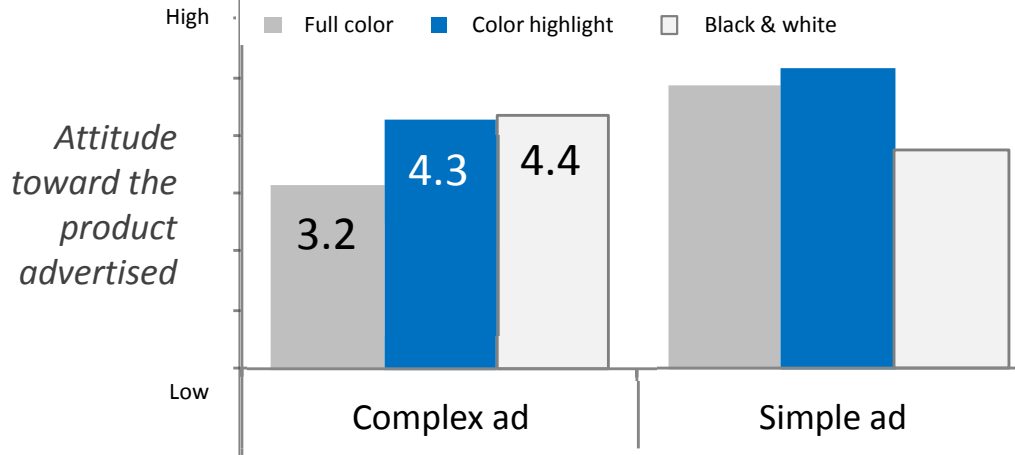
70% Contrast

70% Contrast

70% Contrast

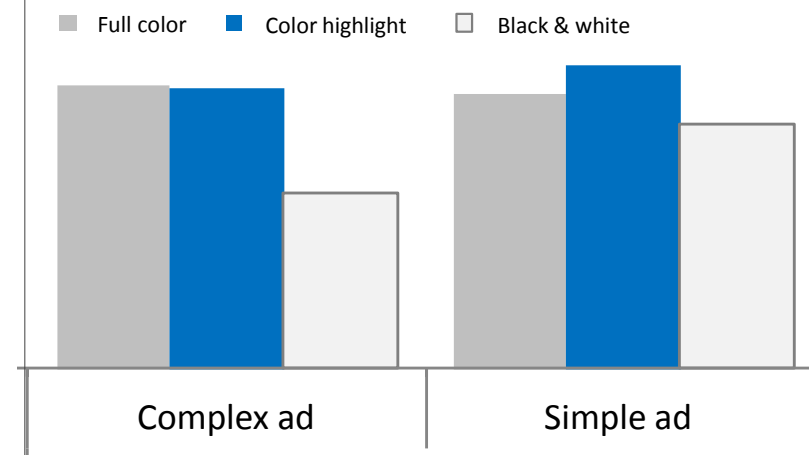
## Boardroom-style

**Motivated readers** felt most positive toward the product when the ad used color highlights, or black and white – *for complex ads only*.



## Ballroom-style

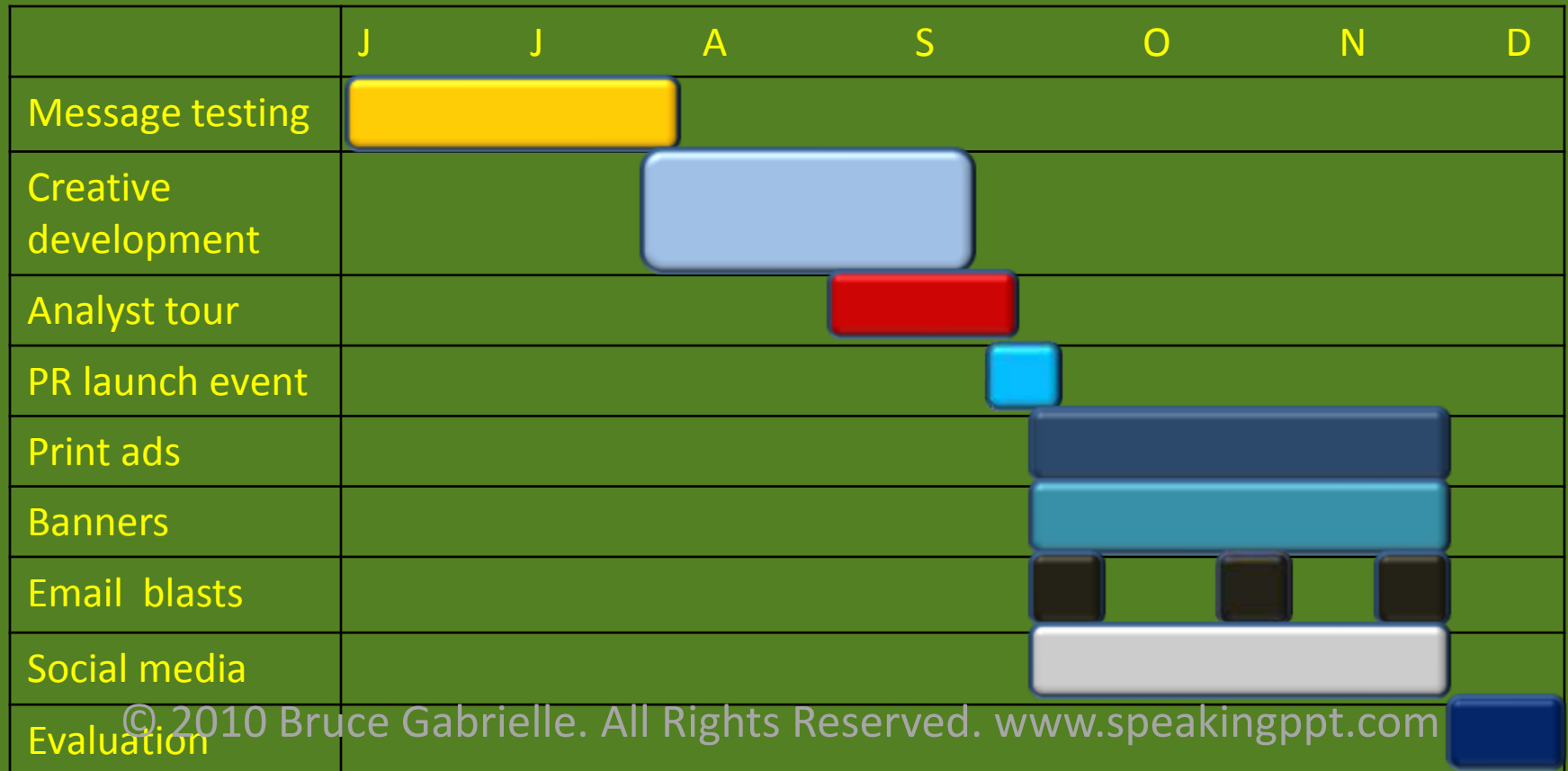
**Unmotivated readers** felt most positive toward the product when the ad used color of any kind.



Source: *Understanding the Effect of Color*, Joan Meyers-Levy and Laura A. Perracchio, 1994, Experiment 2 (n=166)

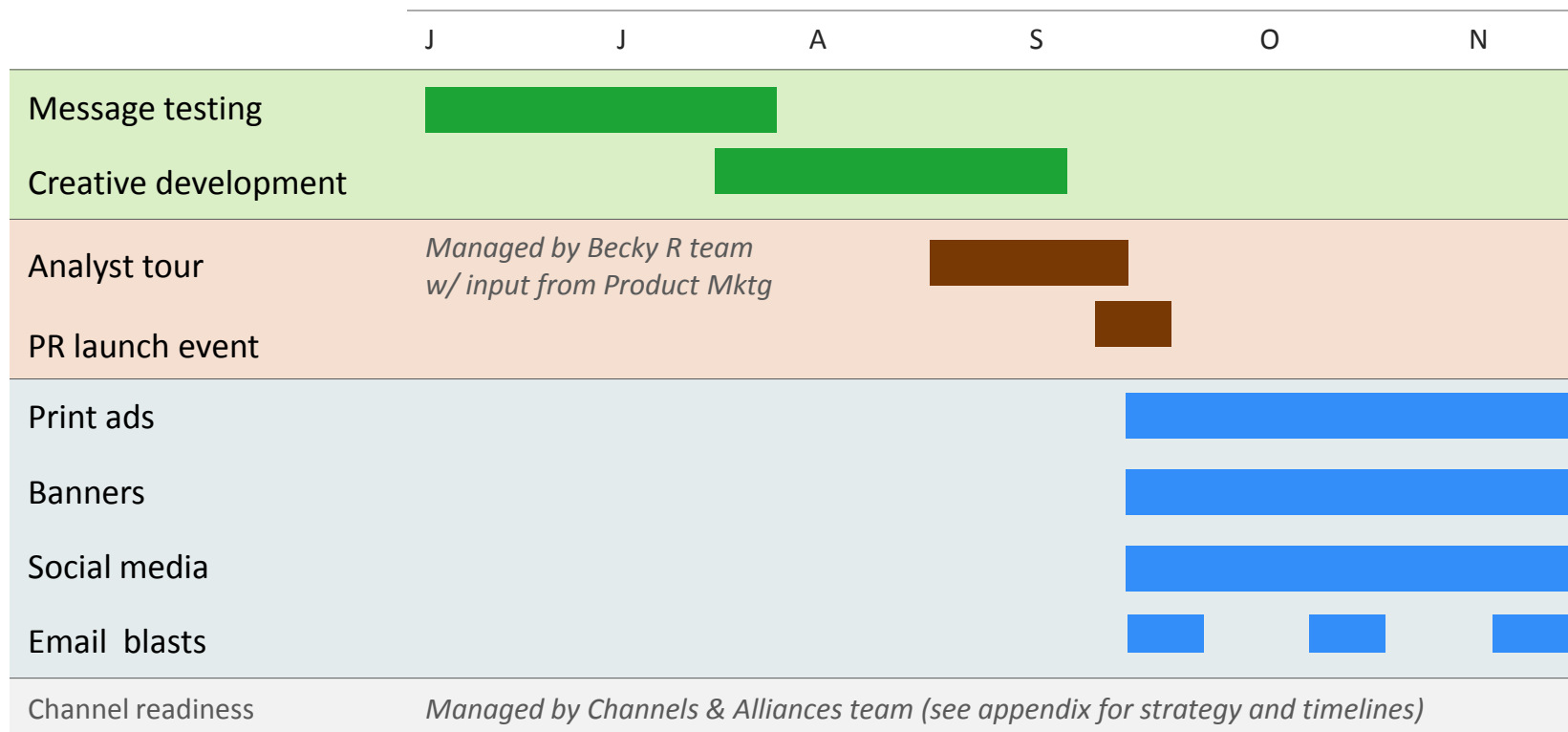
# Launch Timeline for Project Copenhagen v3

- Copenhagen v3 on track for late August RTM
- Channel readiness being handled by Ch & All team. See appendix for partner readiness strategy and timelines
- Analyst tour being managed by Becky R. team with input from PMktg



# Sept 7 is the marketing launch for Project Copenhagen v3

## June-Aug focus is research and creative development

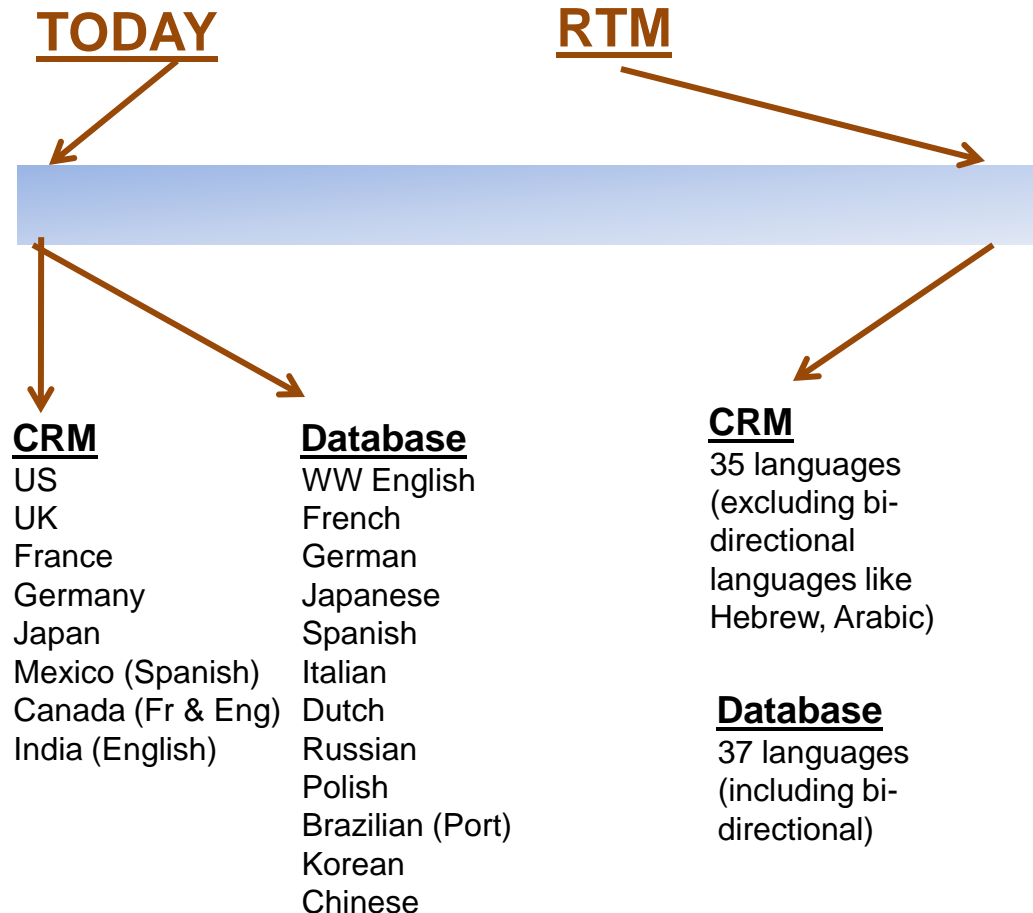


Chapter 10

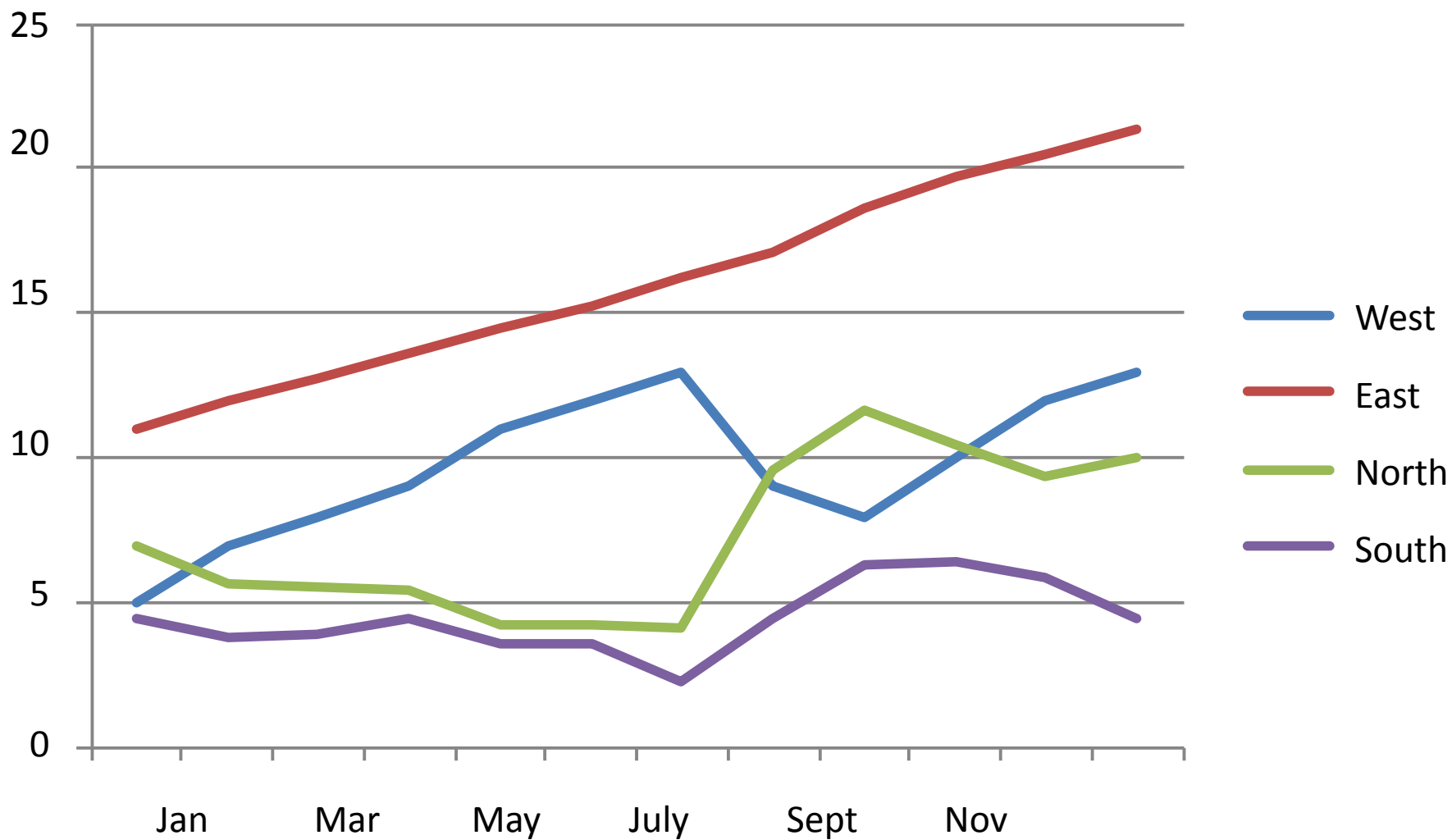
# Picture & Wallpaper

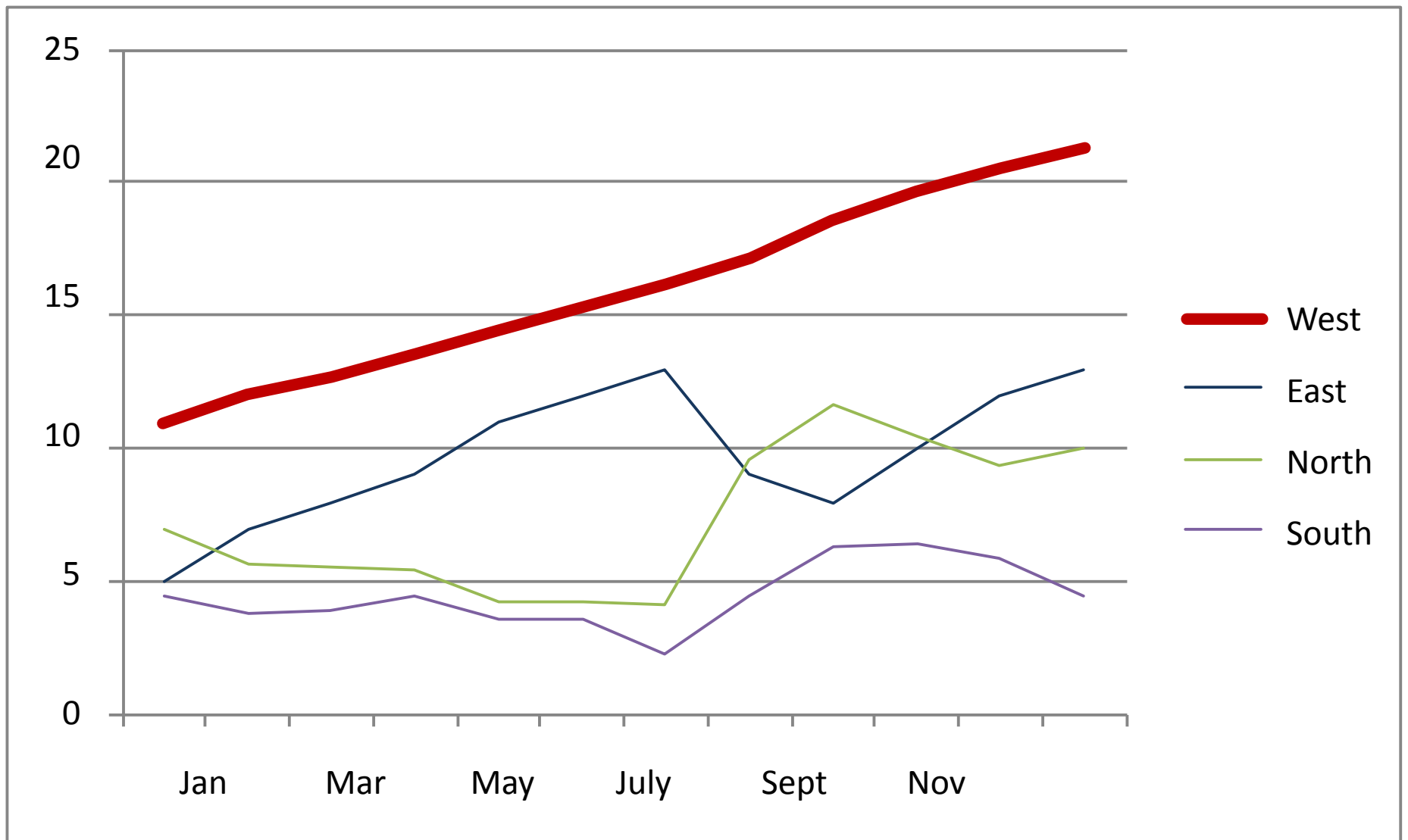
## Today, CRM is available in 9 languages and Database in 12. This will increase to 35 CRM languages and 37 Database languages in 2011

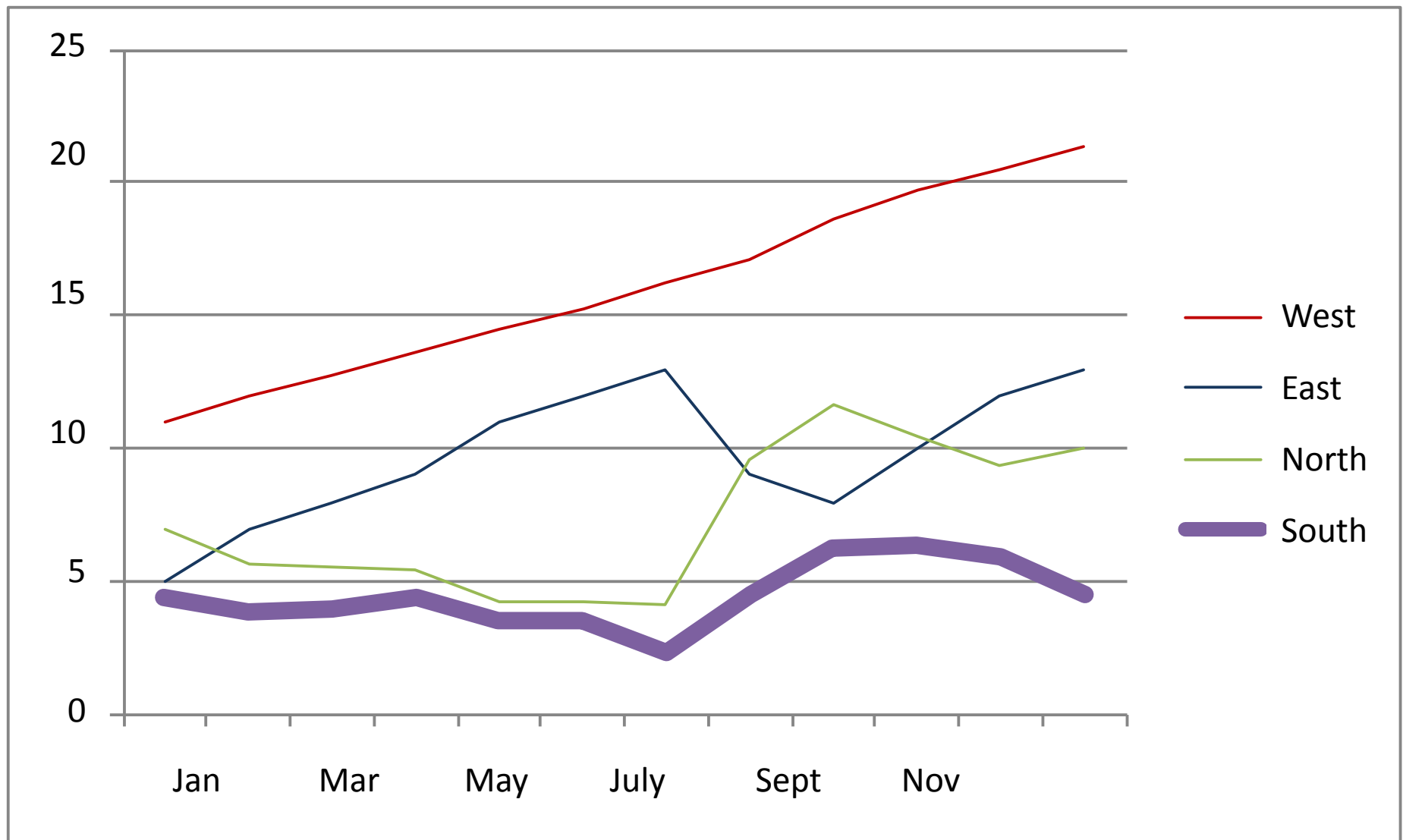
- Same language coverage for CRM and DB (but CRM won't have bi-directional languages)
- In next release, CRM language coverage based on market, not language

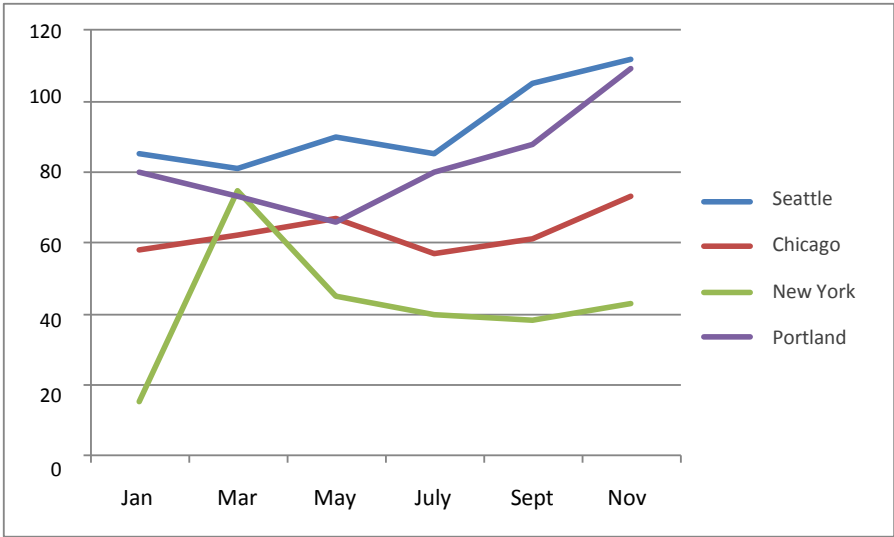
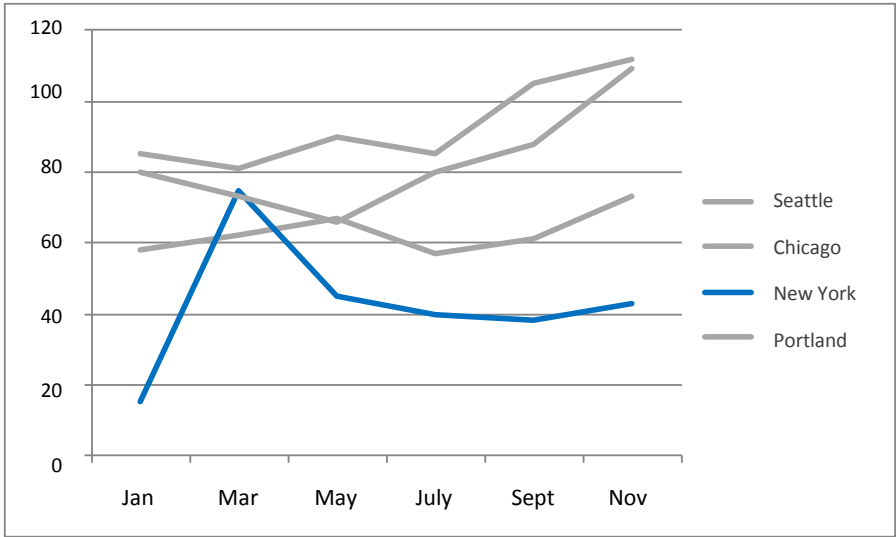


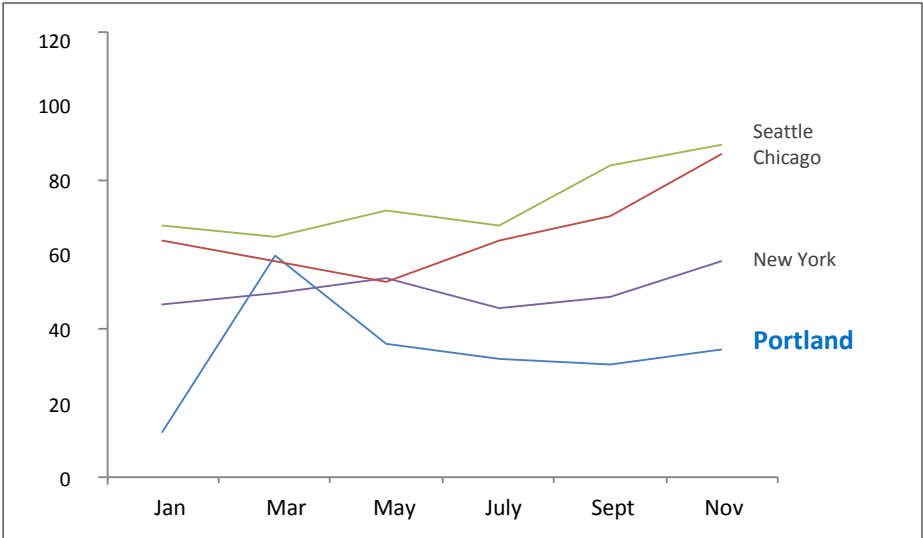
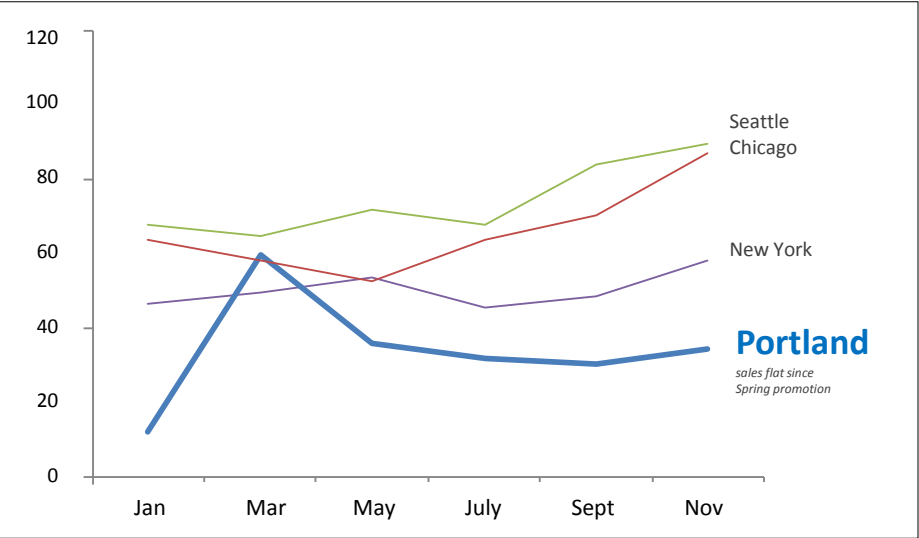


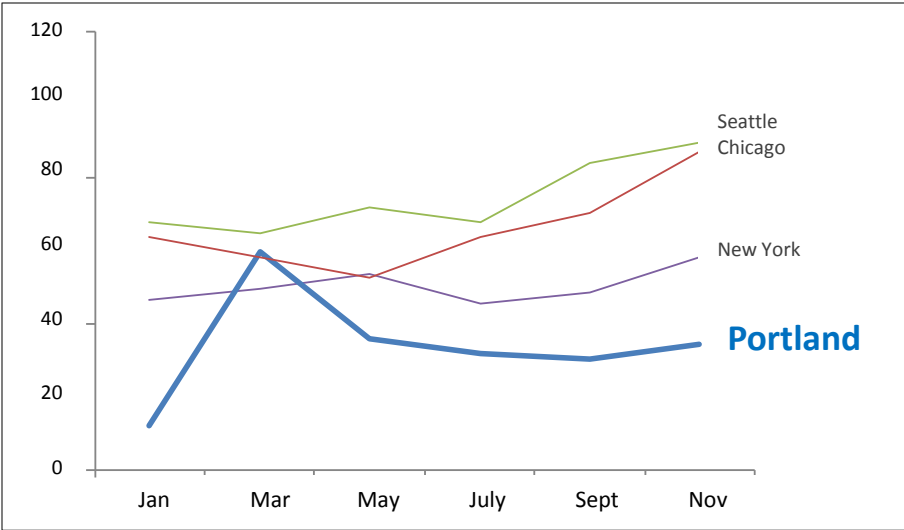
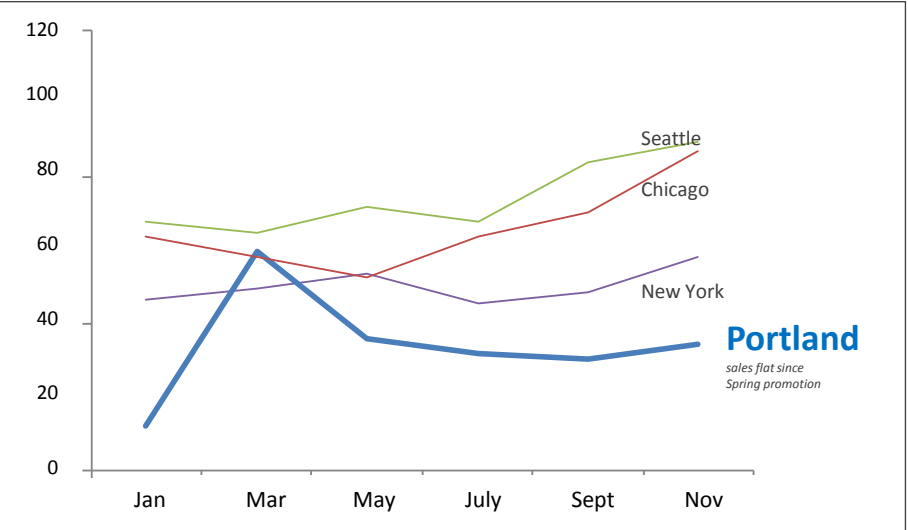












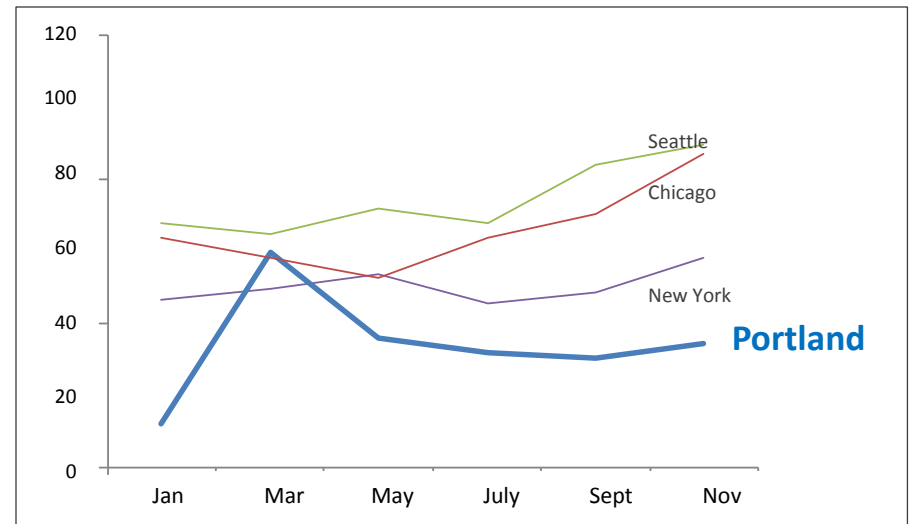
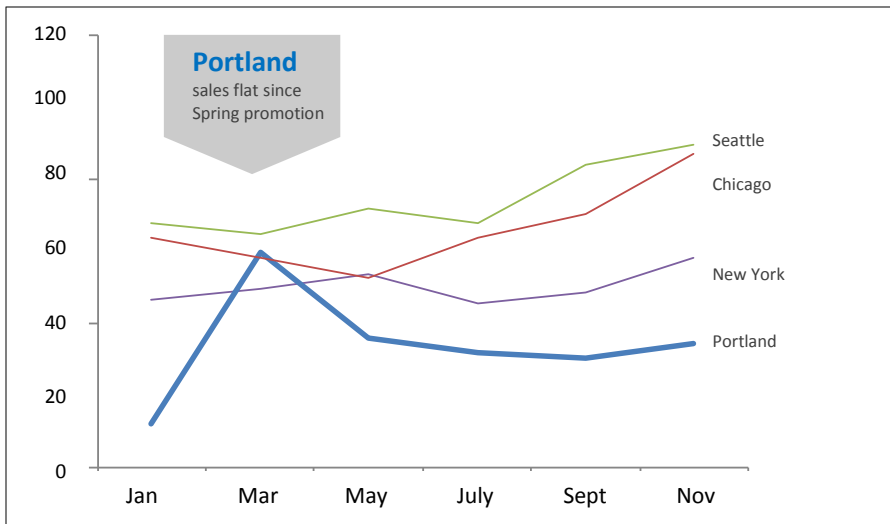
# OPTICAL



# CENTER



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# Expand internationally or refocus on domestic markets?

**Recommend re-focus  
on domestic markets**

	<b>Refocus on domestic markets</b>	<b>Expand International</b>
Advantage over competitors	<b>Yes</b>	No
Access to channel partners	<b>Yes</b>	No
Affordable local suppliers	<b>Yes</b>	No
High incremental revenue opportunity	Moderate	Yes
Affordable local labor	No	Yes

# Expand internationally or refocus on domestic markets?

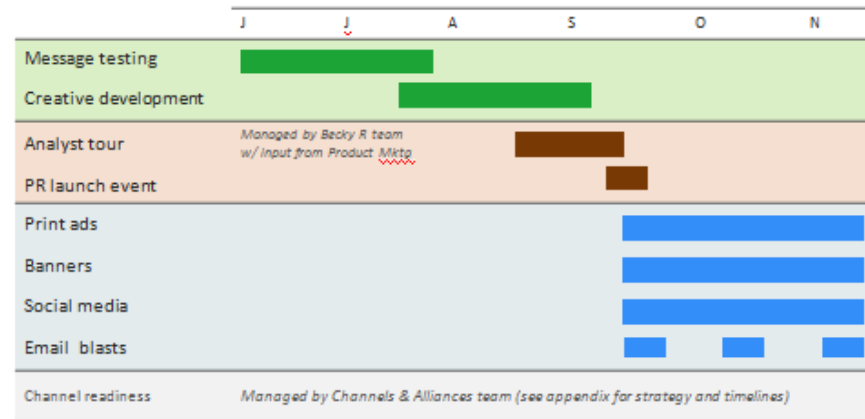
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	Expand International	<b>Refocus on domestic markets</b>
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Access to channel partners	No	<b>Yes</b>
Affordable local suppliers	No	<b>Yes</b>
High incremental revenue opportunity	Yes	Moderate
Affordable local labor	Yes	No

# Fall marketing expected to give 75% sales lift

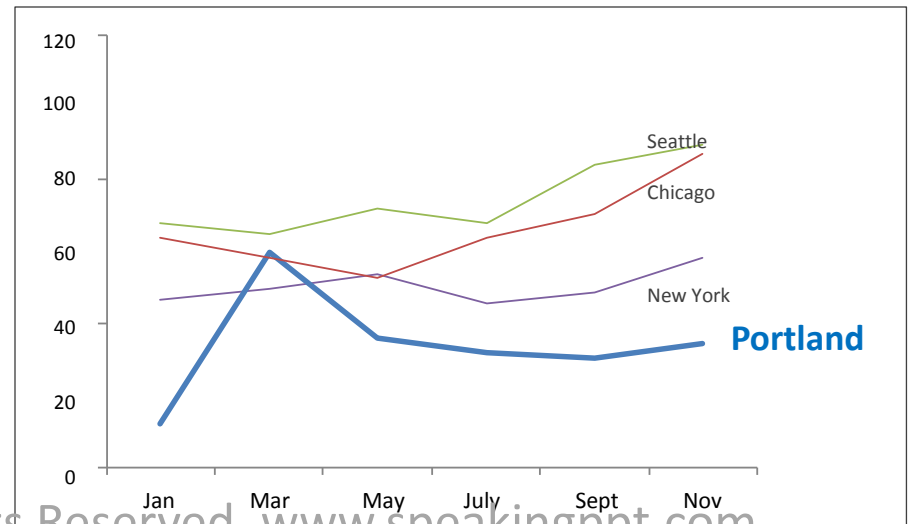
## Marketing will kick off in the Fall

Marketing the new Copenhagen v3 product will begin with print ads in Hoovers, J&D Quarterly and Uptown magazines, along with banner ads on various home improvement websites. We will also launch social media efforts with a Facebook fan page and YouTube video contest.

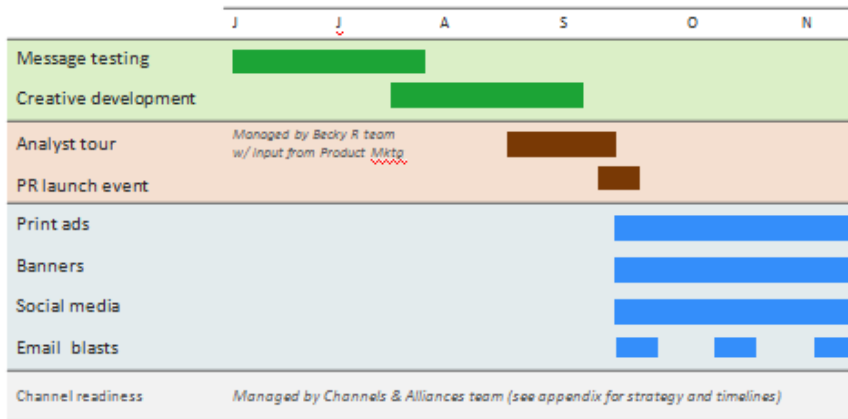


## Marketing gives a 75% sales boost

In the past, marketing campaigns have increased sales 75% or more, with long periods of sustained high sales as a result of satisfied customers and word of mouth. We anticipate a similar sales lift with the Copenhagen campaign.

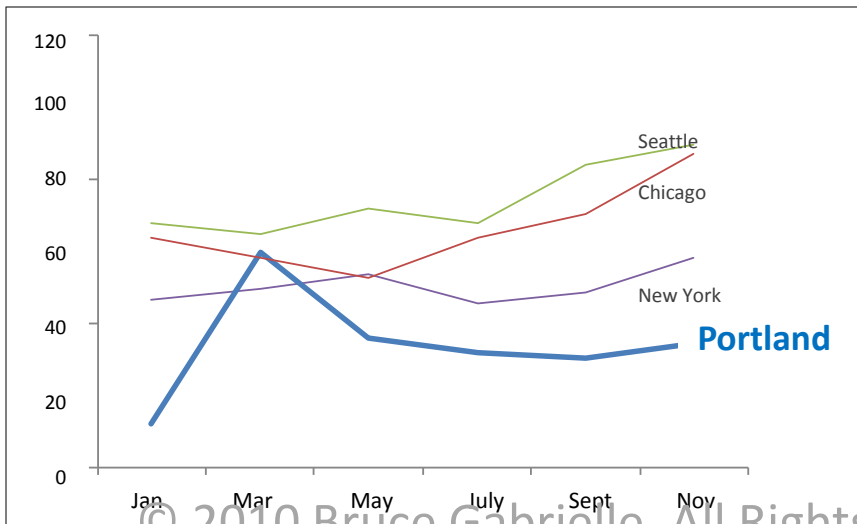


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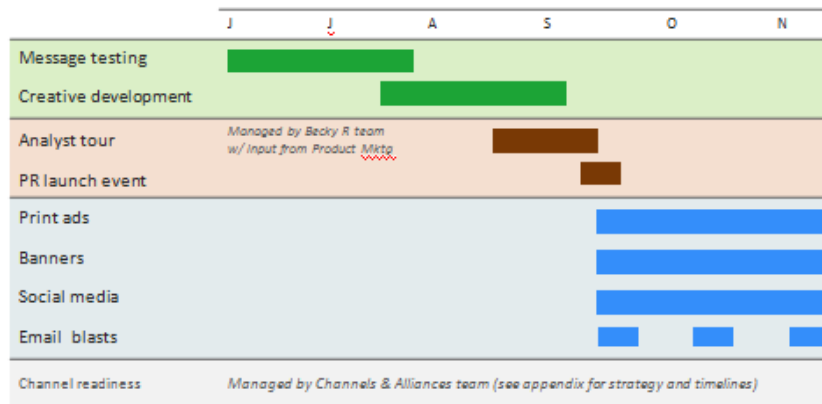
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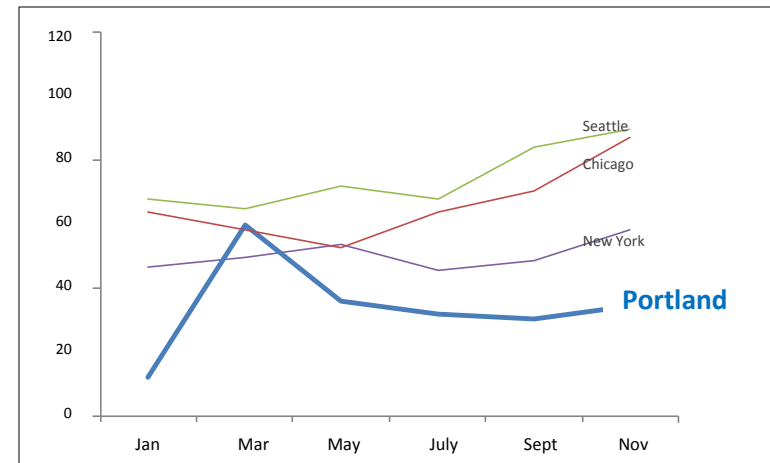
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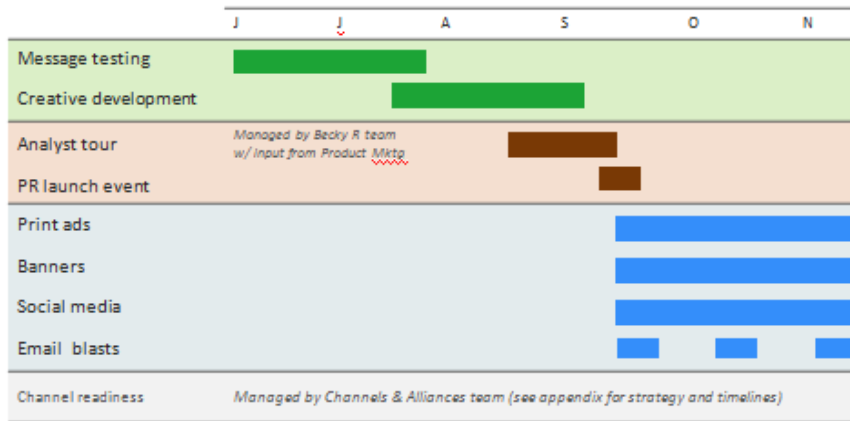


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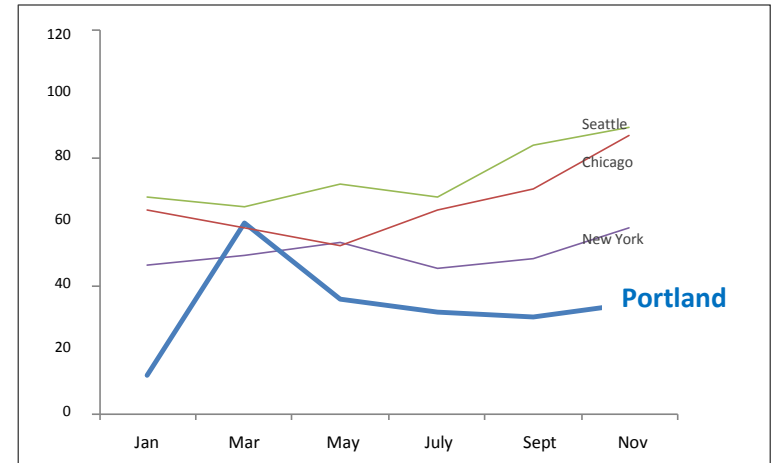


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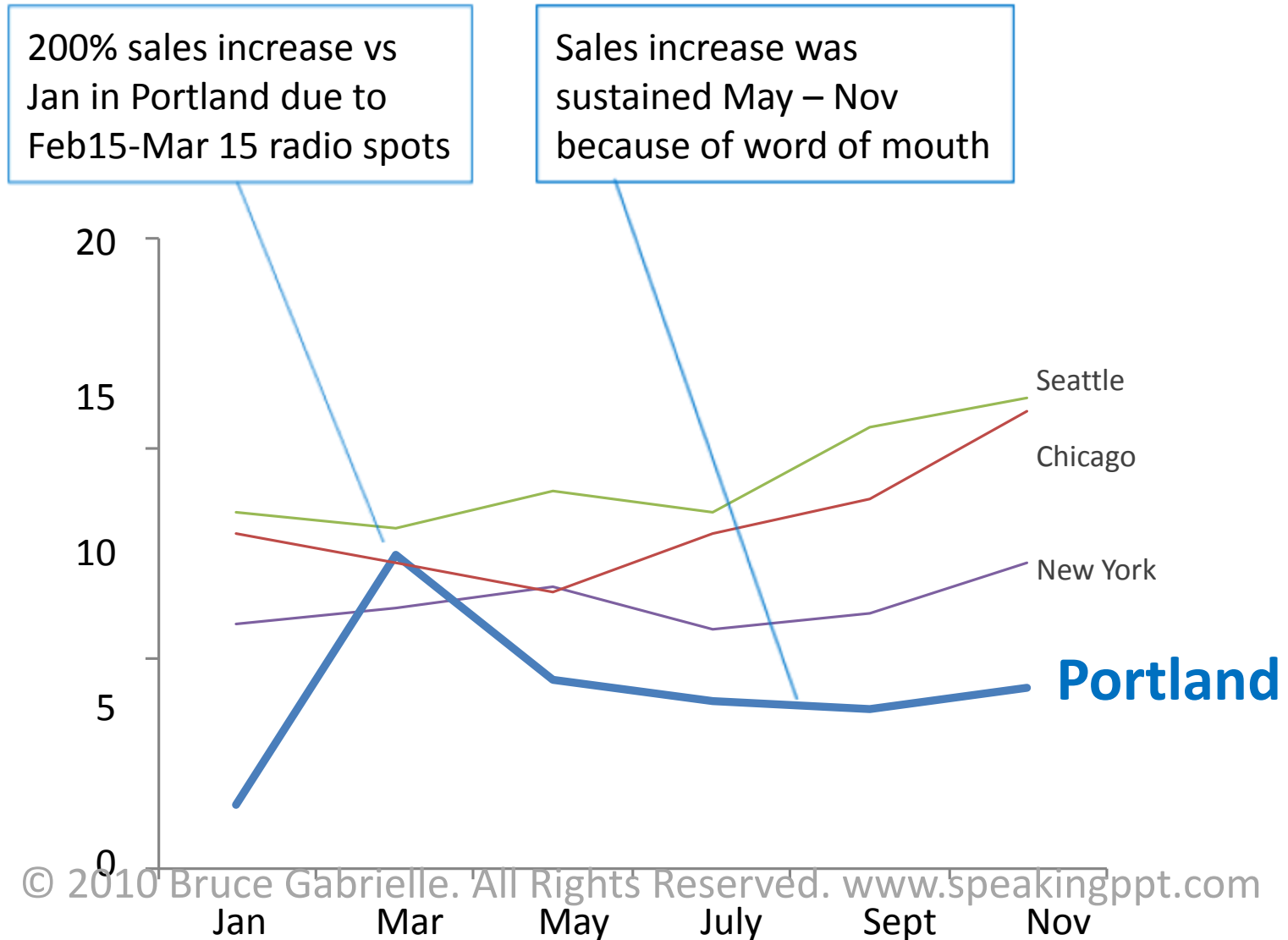
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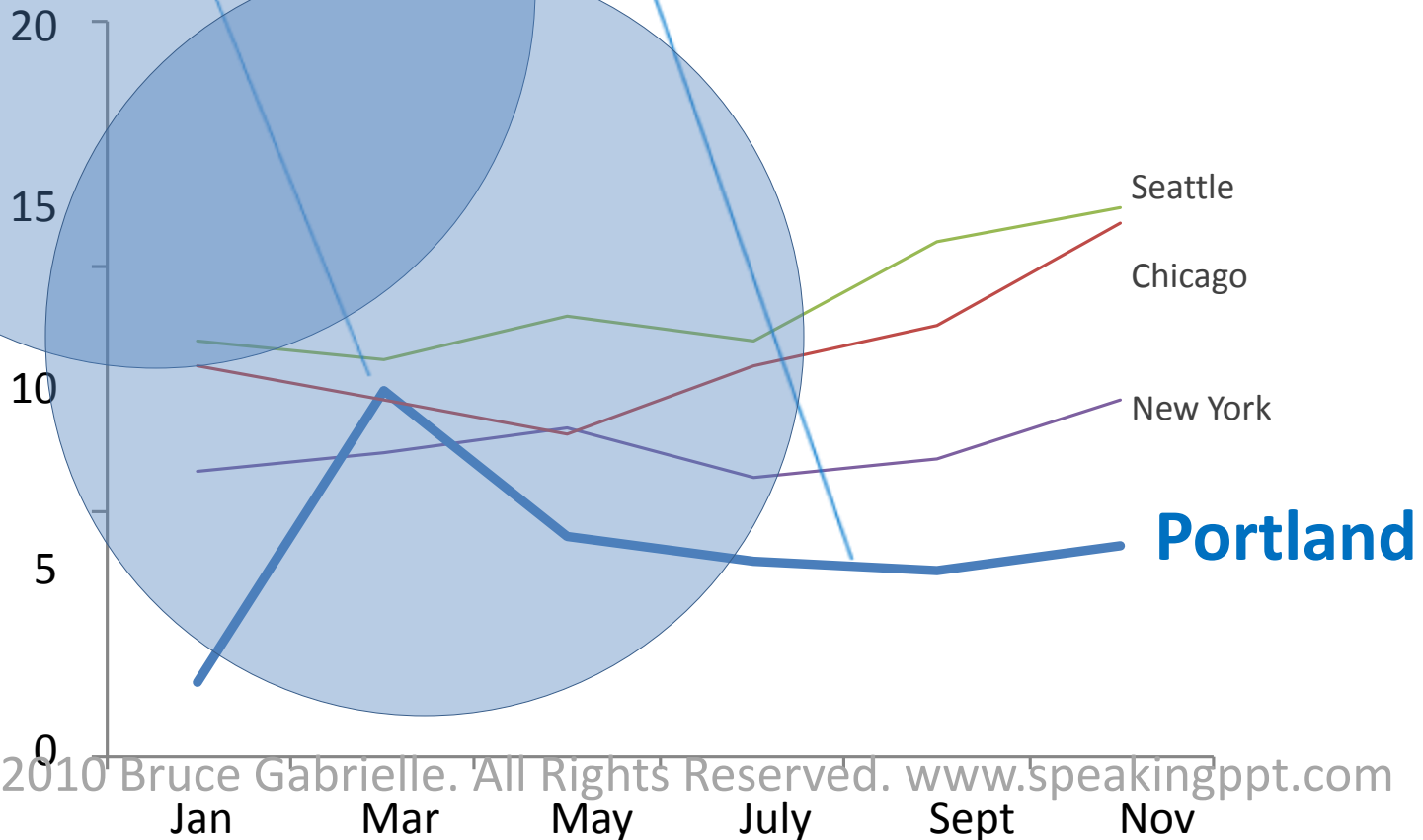
# Portland radio promotions caused significant March sales spike



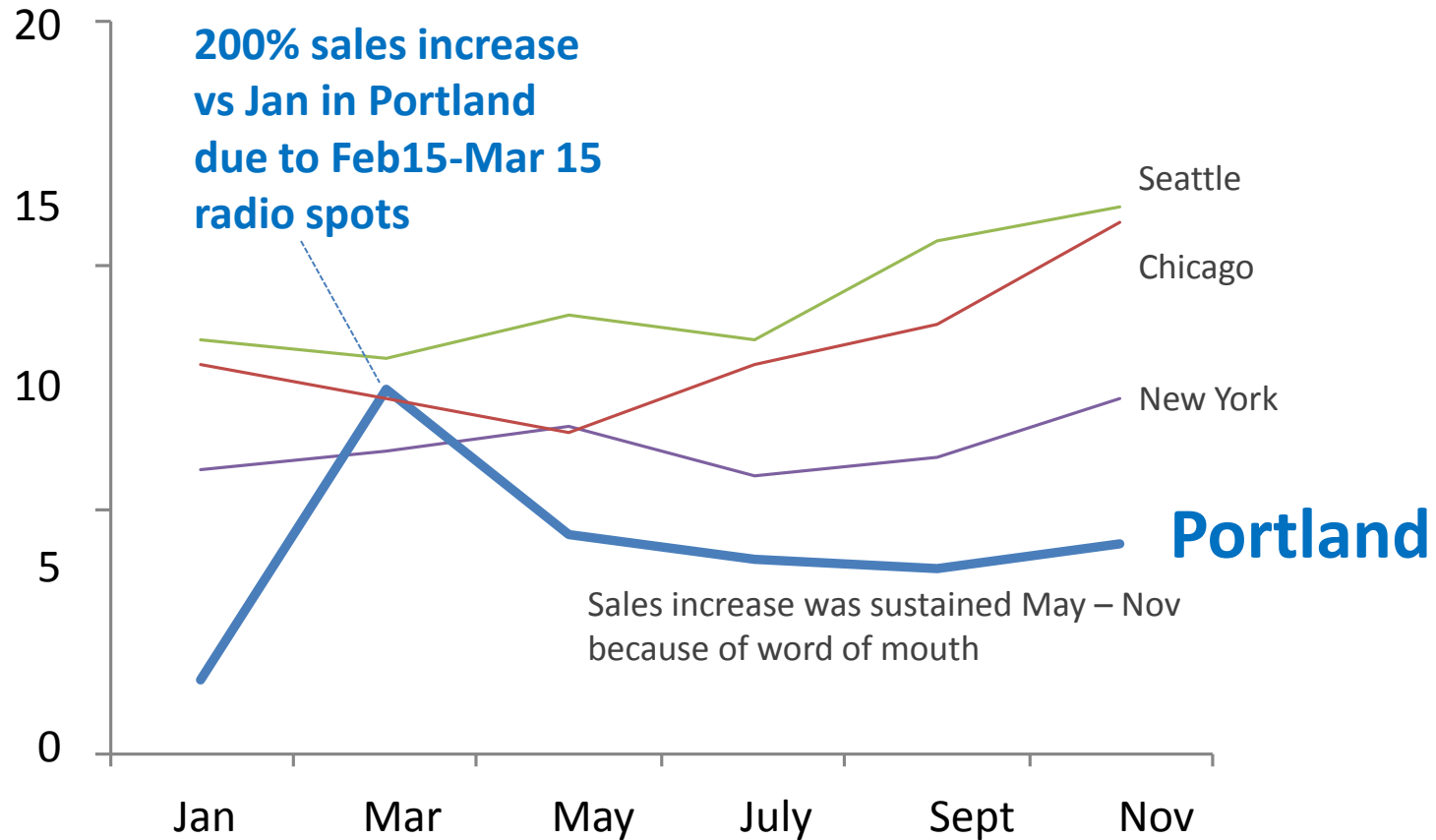
# Portland radio promotions caused significant March sales spike

200% sales increase vs Jan in Portland due to Feb 15-Mar 15 radio spots

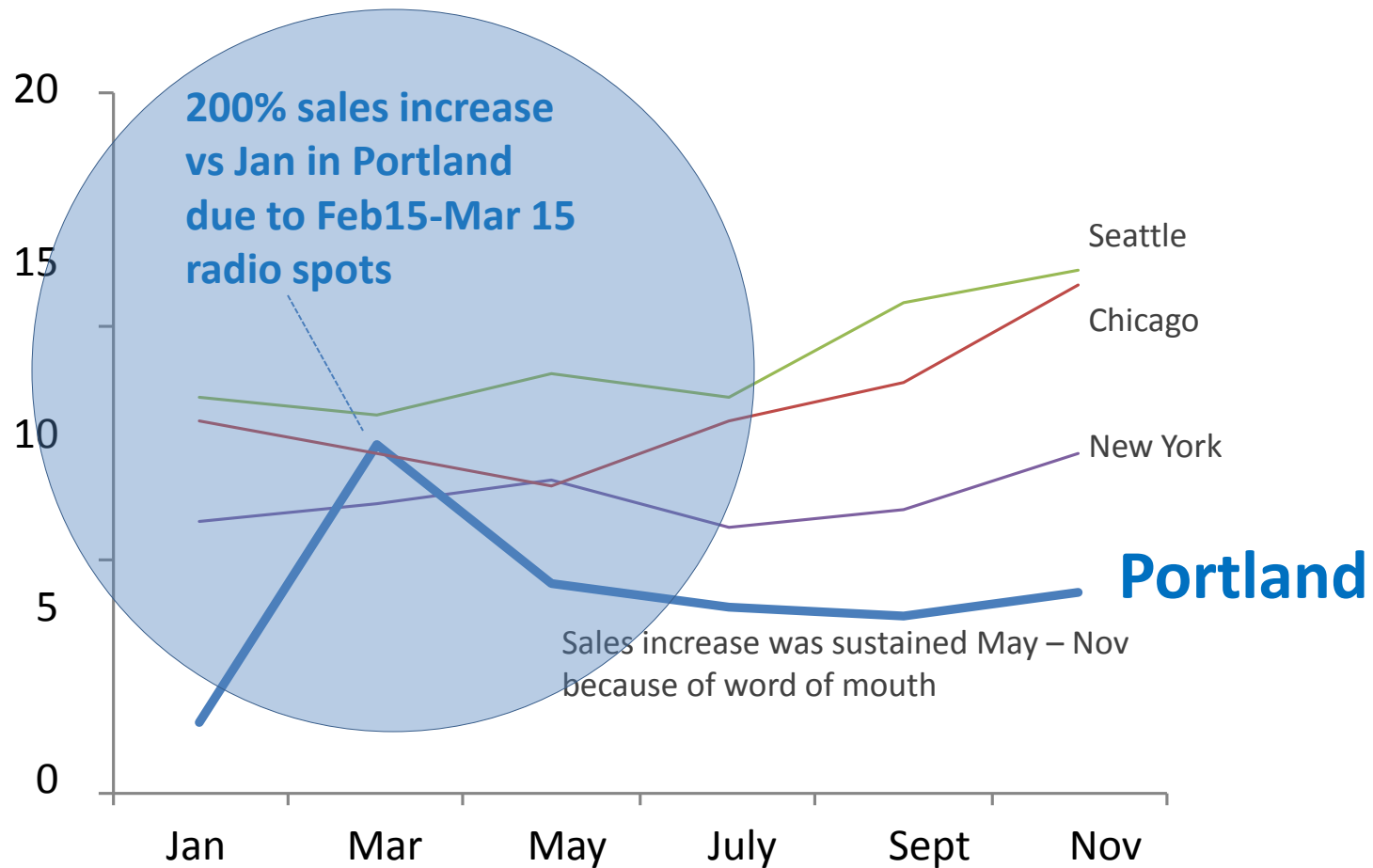
Sales increase was sustained May – Nov because of word of mouth



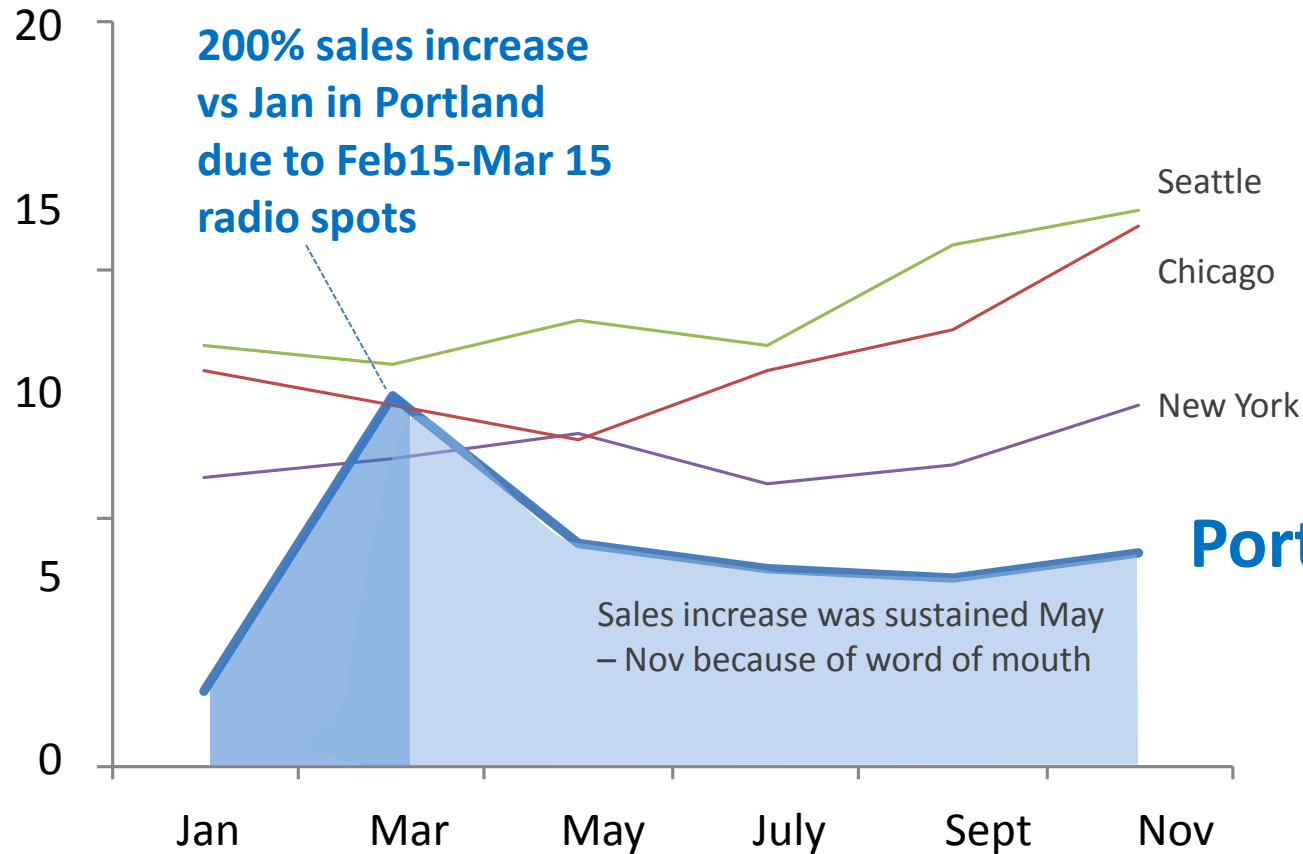
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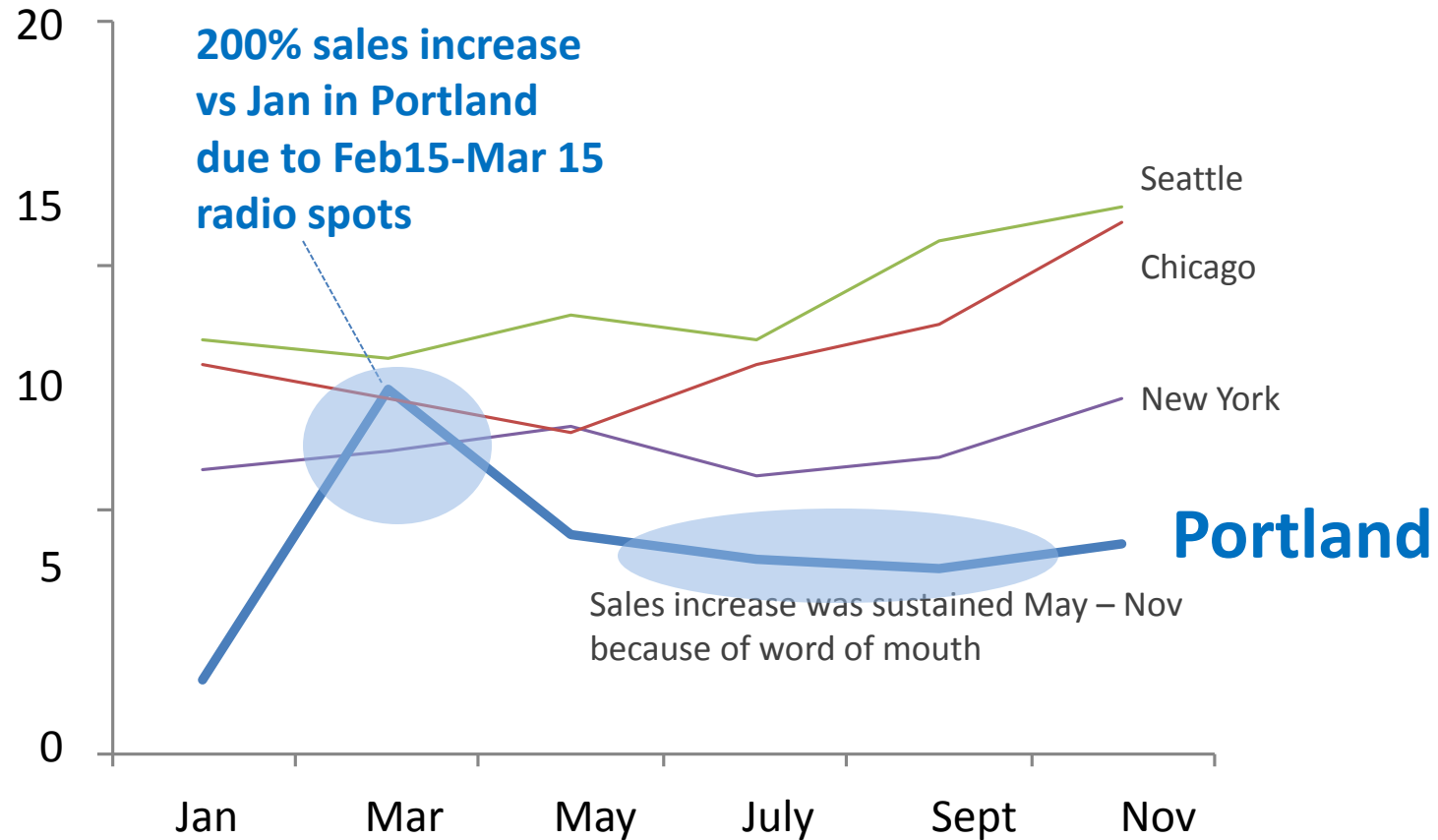
# Portland radio promotions caused significant March sales spike



# Portland radio promotions caused significant March sales spike



# Portland radio promotions caused significant March sales spike



# Developers can start with the Platform layer and add components for more advanced applications

---

## 1. Platform add-ons

Identity management

Enterprise storage

Enterprise database

## 2. Add-ons

DevStore add-ons (e.g.. web scraping, forms, mobile upload, photo sharing)

## 3. Content mgmt

Blogs

Wiki

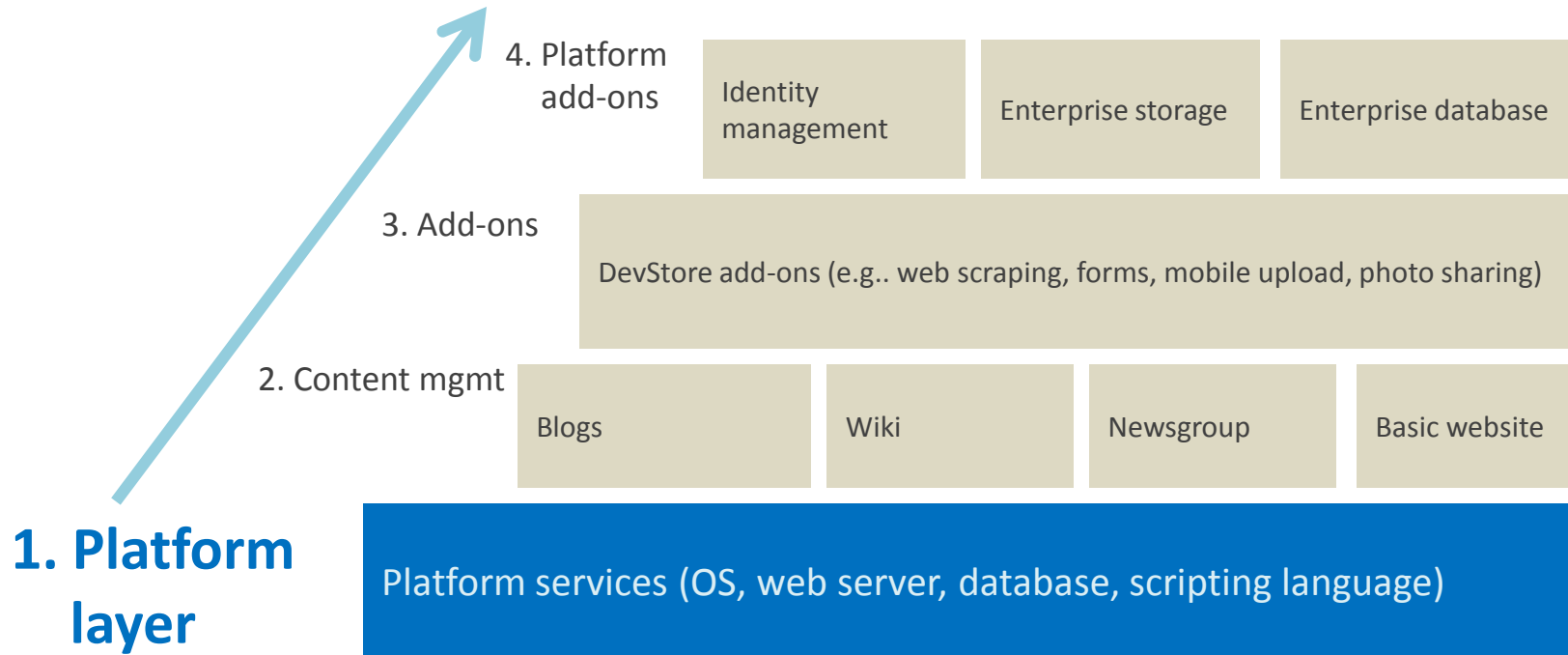
Newsgroup

Basic website

## 4. Platform layer

Platform services (OS, web server, database, scripting language)

# Developers can start with the Platform layer and add components for more advanced applications

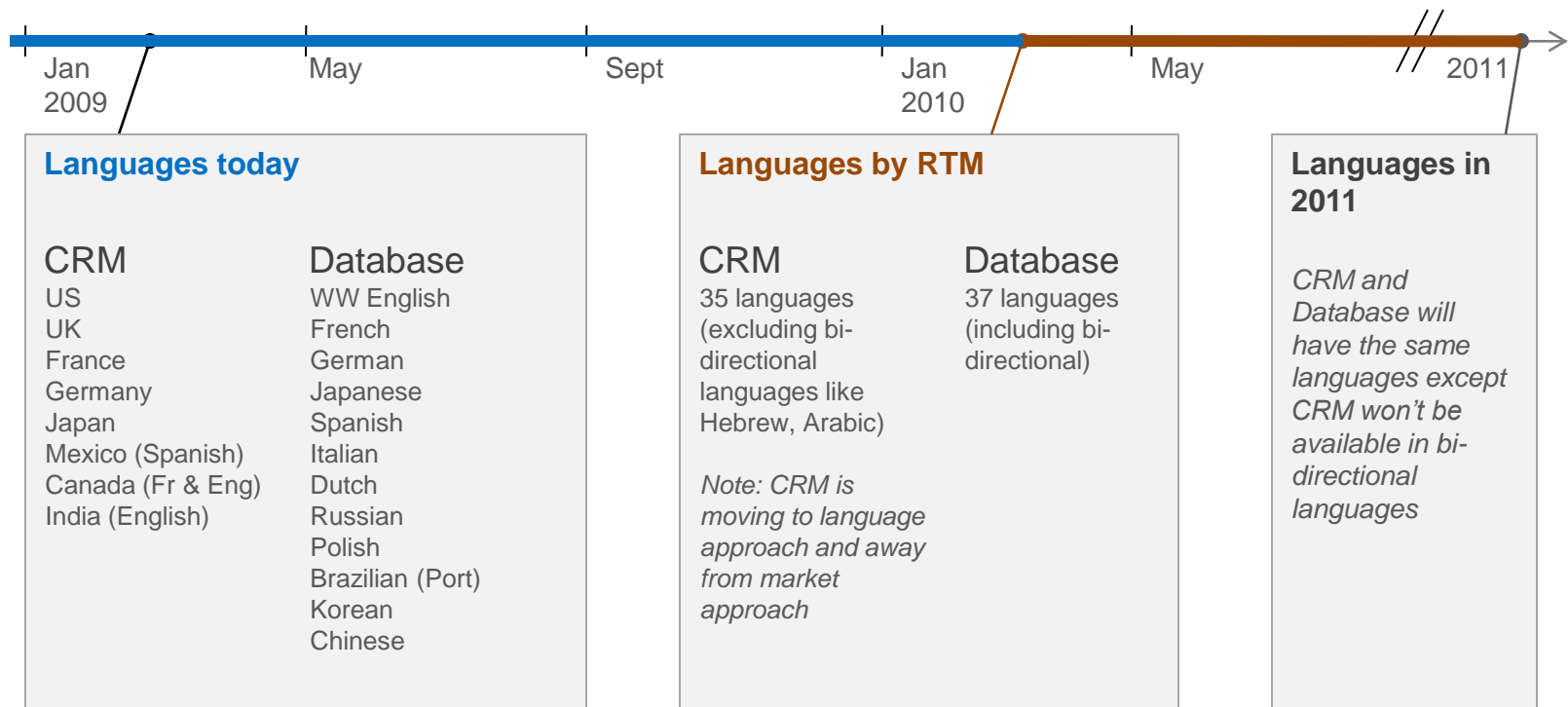


**Today, CRM is available in 9 languages and Database in 12. This will increase to 35 CRM languages and 37 Database languages in 2011**

Languages Today  
**9 CRM**  
**12 Database**



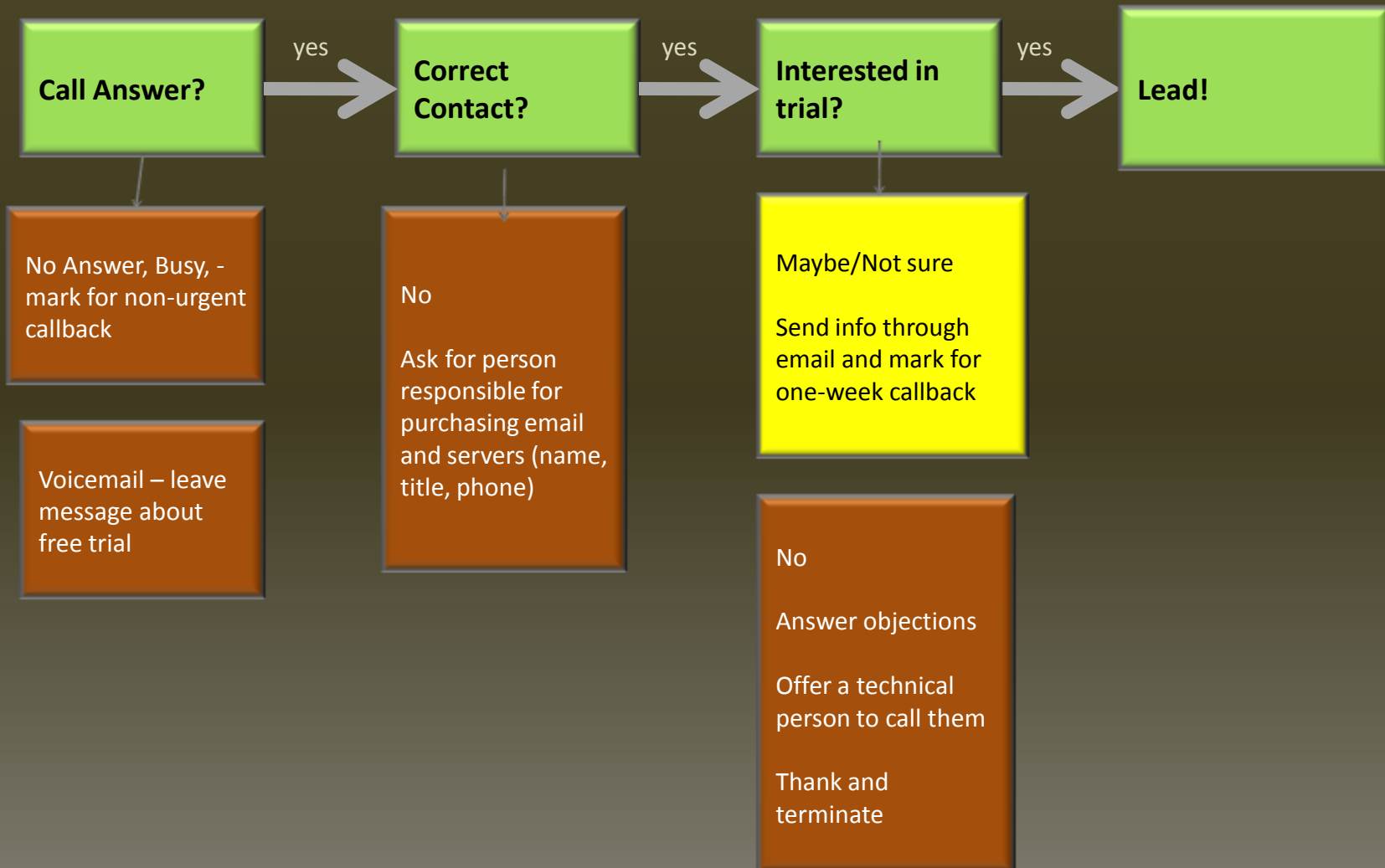
Languages March 2010  
**35 CRM**  
**37 Database**



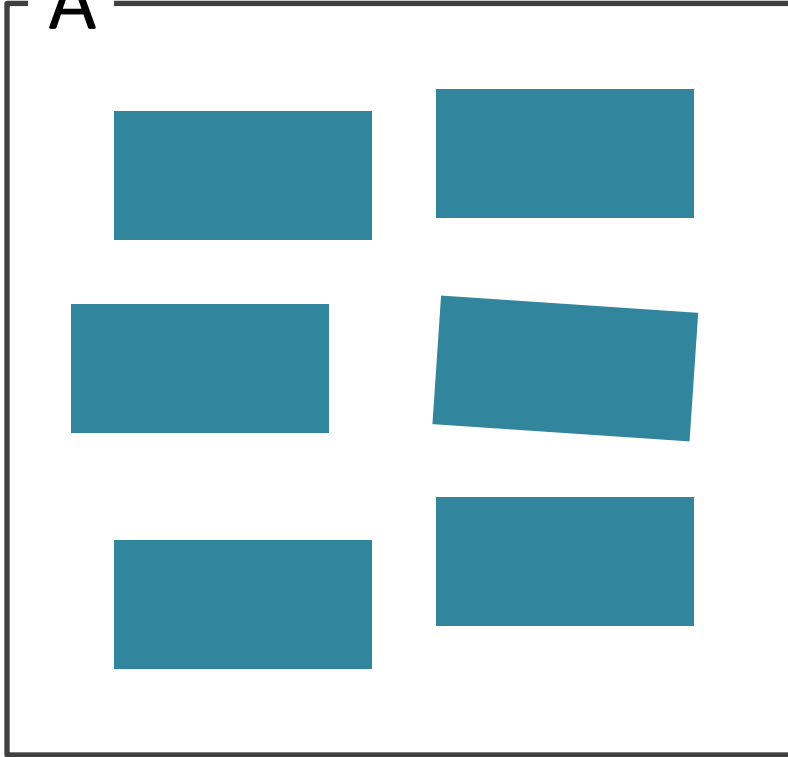
Chapter 11

# Aesthetics

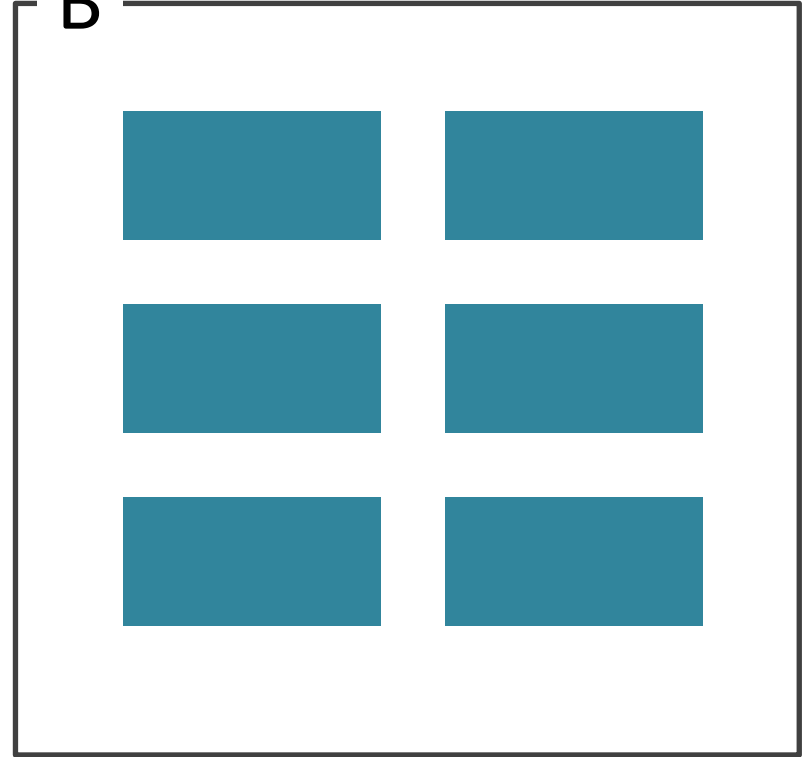
# We will offer product trial to generate leads



A



B



**Today, CRM is available in 9 languages and Database in 12. This will increase to 35 CRM languages and 37 Database languages in 2011**

Languages Today

**9 CRM**

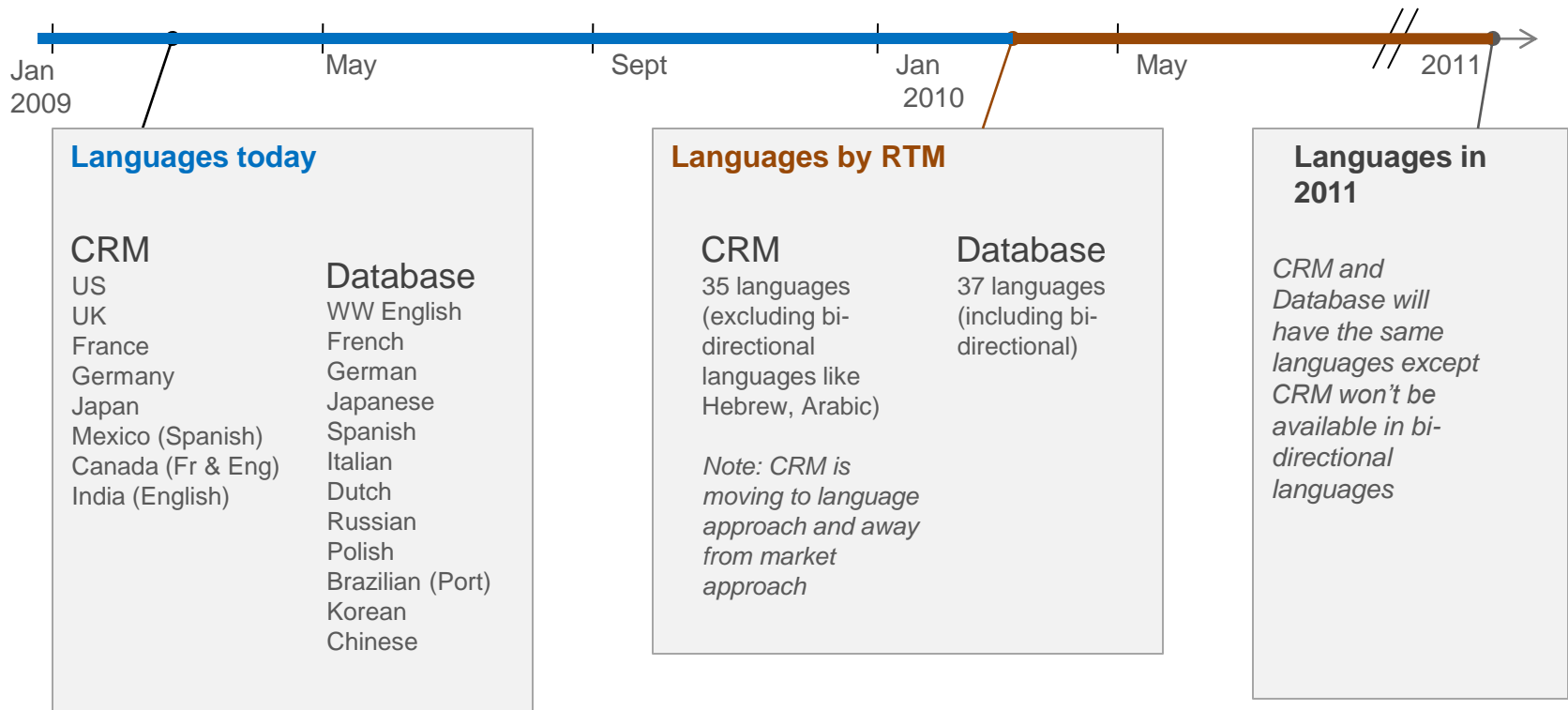
**12 Database**



Languages March 2010

**35 CRM**

**37 Database**

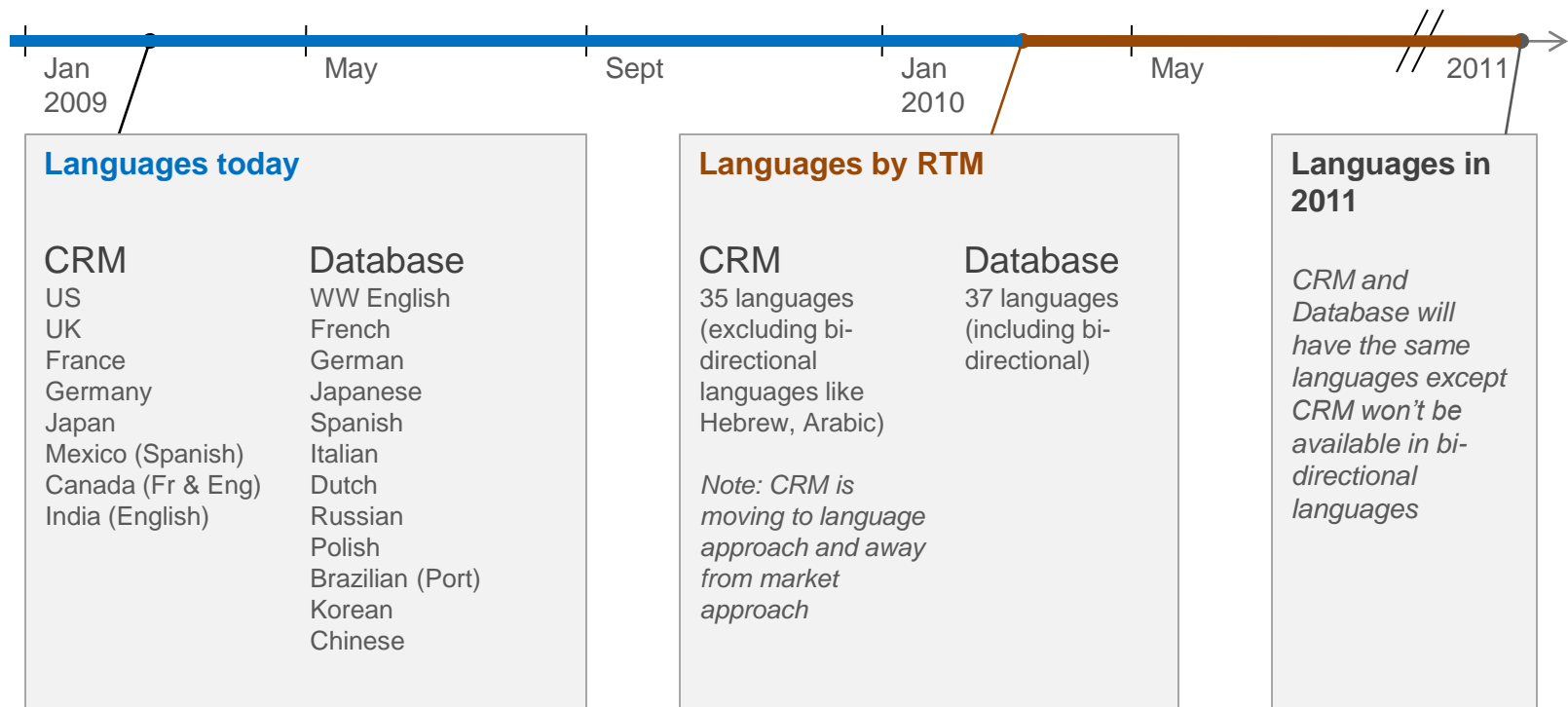


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Languages Today  
**9 CRM**  
**12 Database**



Languages March 2010  
**35 CRM**  
**37 Database**



# Copenhagen Message Framework

*Copenhagen will be your single web hub to create, organize and schedule your life*

## Create

Express your ideas and create great-looking documents

- Express your ideas more creatively with new and improved **lorem ipsum and gargoy lycum**
- Visualize and analyze data faster with new **Sendibot upsome lyceum maxwell ologong.**
- Express your ideas more creatively with new and improved **lorem ipsum and gargoy lycum og.**
- Visualize context and see recent activities in and analyze data faster with new **Sendibot upsome lyceum maxwell ologong.**
- Find Express your ideas more creatively with new and improved **lorem ipsum and gargoy lycum og.**
- Visualize and analyze presentations and embed theme data faster with new **Sendibot upsome lyceum maxwell ologong.**
- Express your ideas more creatively with new and improved **lorem ipsum and gargoy lycum ustom Actions og.**
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## Organize

Keep your paperwork organized

- Save time editing documents or presentations together real time using the **Lorem Ipsum** features of PC and mobile.
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## Schedule

Stay on top of your busy schedule

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- Visualize and analyze presentations

1. Increase awareness and perceptions

2. Encourage trial sign-ups

3. Increase sales and repeat sales

1. Increase awareness and perceptions

2. Encourage trial sign-ups

3. Increase sales and repeat sales

Price

Place

Promotion

Product

Price

Place

Promotion

Product

Healthy	Affordable	Made Locally
Good for your health	Family packs available	Factories in Kirkland and Bellevue
All natural ingredients	No price increases for last three years	Employs local families
Good source of vitamin B and D	Easy on your budget	Pays local taxes
Organic	Fair price policy	Ship fresh

Kirkland  
Safeway  
Albertson's  
Trader Joe's

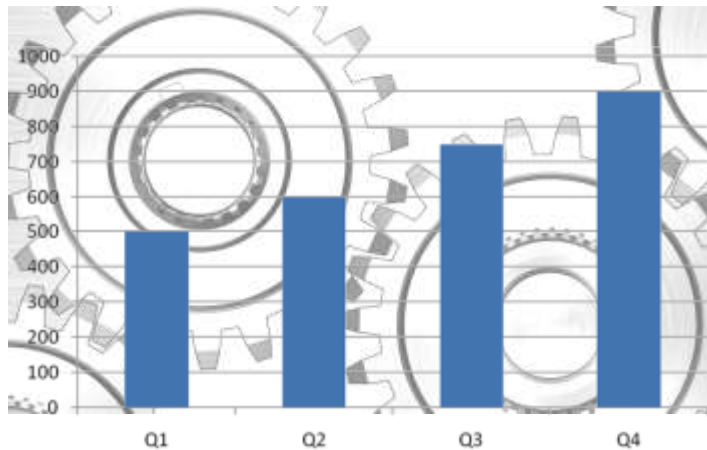
Bellevue  
Factoria Mall  
Whole Foods  
TOPS

Healthy	Affordable	Made Locally
Good for your health	Family packs available	Factories in Kirkland and Bellevue
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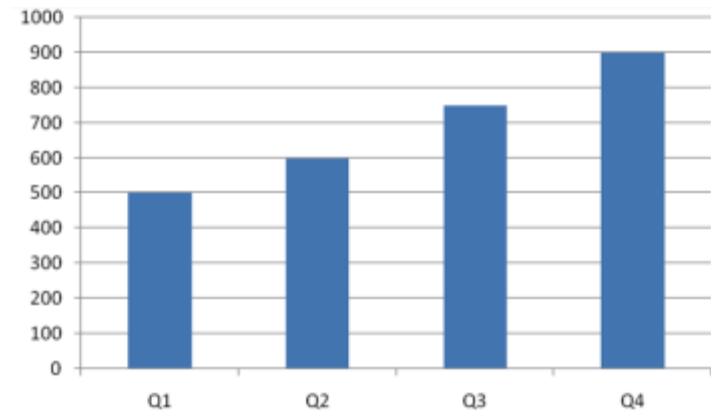
Kirkland  
Safeway  
Albertson's  
Trader Joe's

Bellevue  
Factoria Mall  
Whole Foods  
TOPS

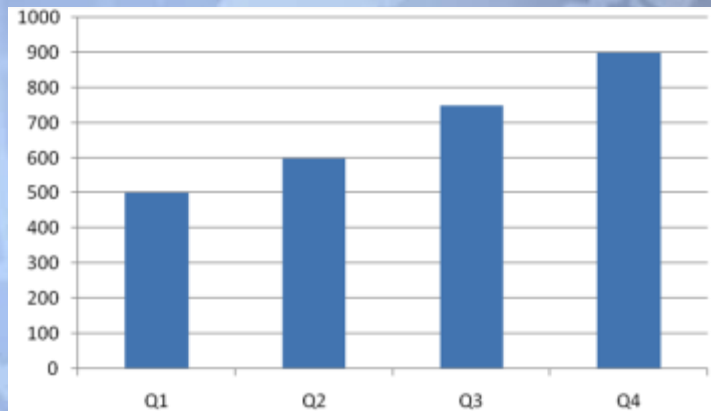
## Gear Sales Q1-Q4



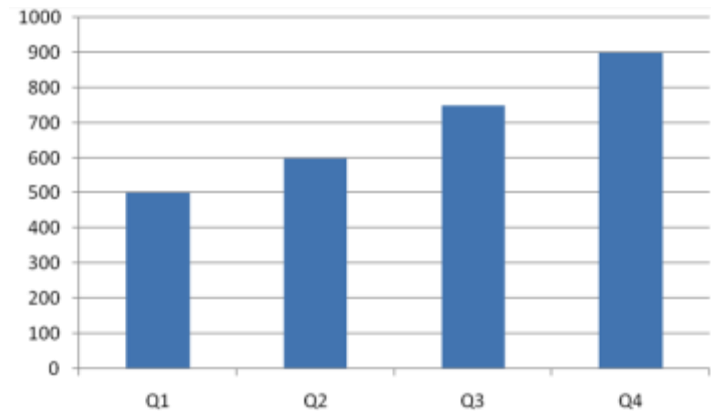
## Gear Sales Q1-Q4



## Gear Sales Q1-Q4



## Gear Sales Q1-Q4



1.  
Raise  
awareness



2.  
Increase  
interest and  
desire



3.  
Drive to  
action and  
trial

1.  
Raise  
awareness



2.  
Increase  
interest and  
desire



3.  
Drive to  
action and  
trial

## Healthy

Good for your health  
All natural ingredients  
Good source of vitamin B and D  
Organic

## Affordable

Family packs available  
No price increases for last three years  
Easy on your budget  
Fair price policy

## Made Locally

Factories in Kirkland and Bellevue  
Employs local families  
Pays local taxes  
Ship fresh

Kirkland  
Safeway  
Albertson's  
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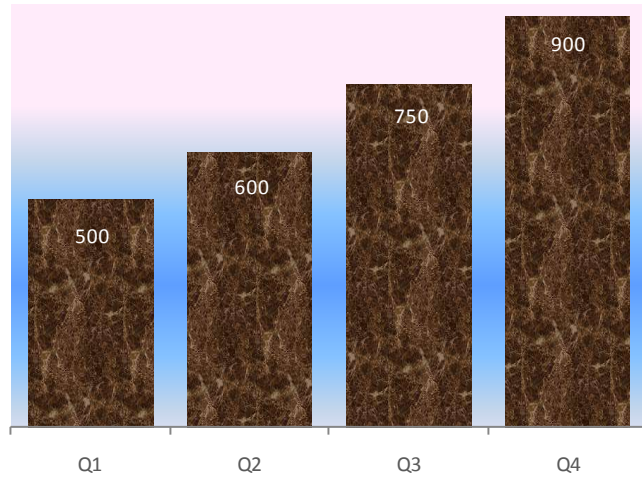
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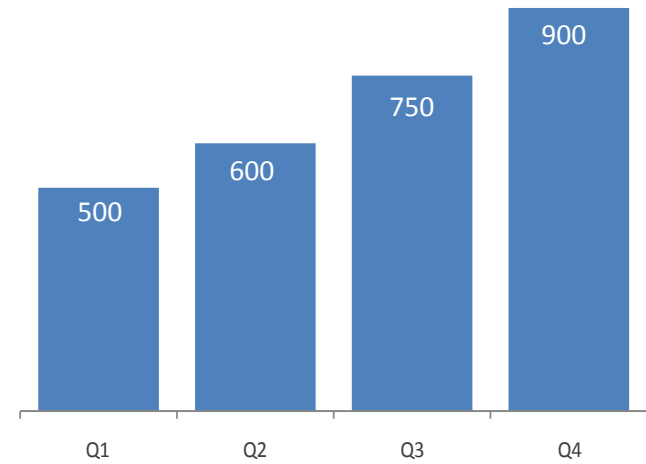
Kirkland  
Safeway  
Albertson's  
Trader Joe's

Bellevue  
Factoria  
Mall  
Whole Foods  
TOPS

## Gear Sales Q1-Q4



## Gear Sales Q1-Q4



# Copenhagen Message Framework

Copenhagen will be your single web hub to create, organize and schedule your life

## Create

*Express your ideas and create great-looking documents*

- Express your ideas more creatively with new and improved lorem ipsum and gargoy lycum
- Visualize and analyze data faster with new Sendibot upsome lyceum maxwell ologong.
- Express your ideas more creatively with new and improved lorem ipsum and gargoy lycum og.
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- Express your ideas more creatively with new and improved lorem ipsum and gargoy lycum ustom Actions og.

## Organize

*Keep your paperwork organized*

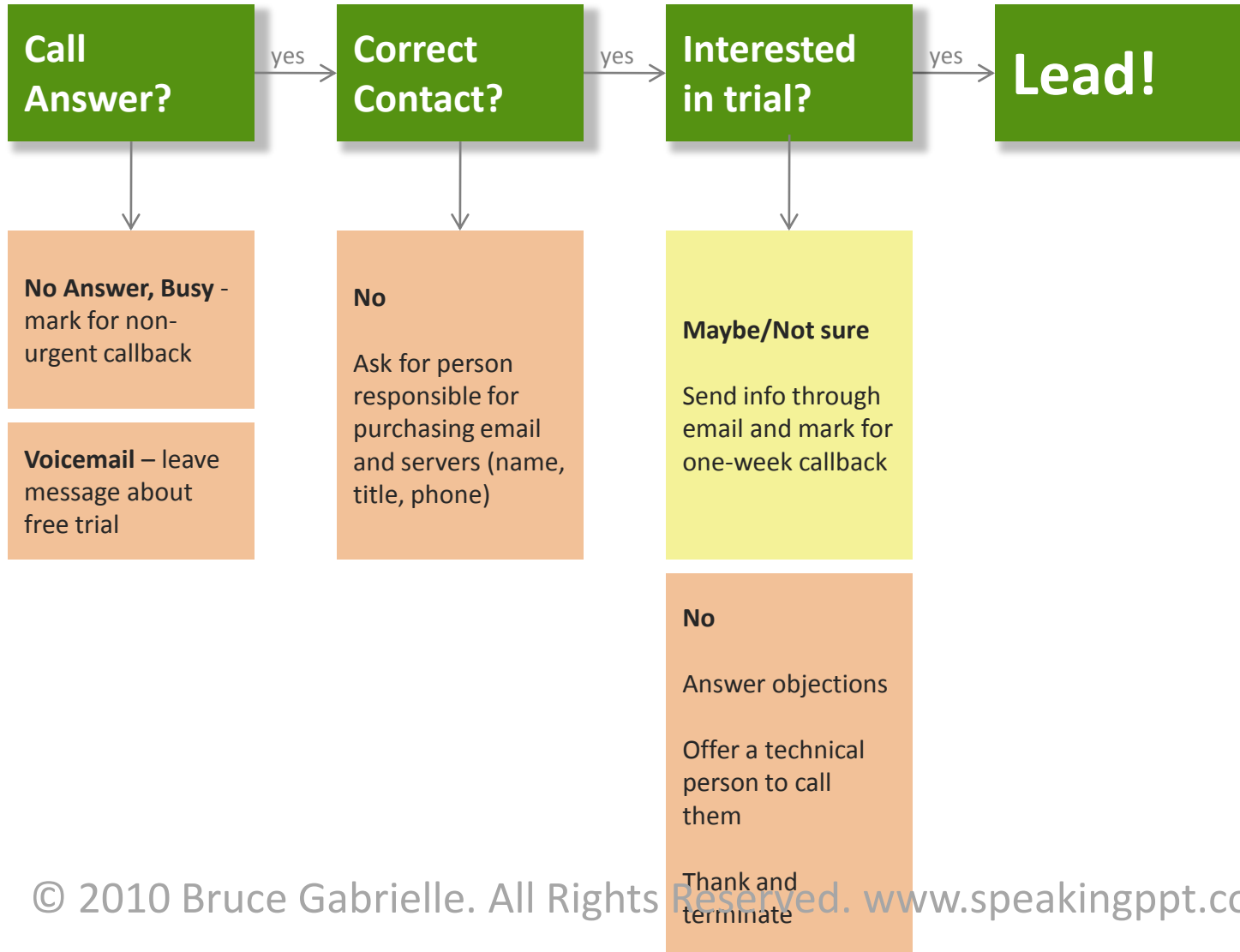
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- Visualize and analyze presentations

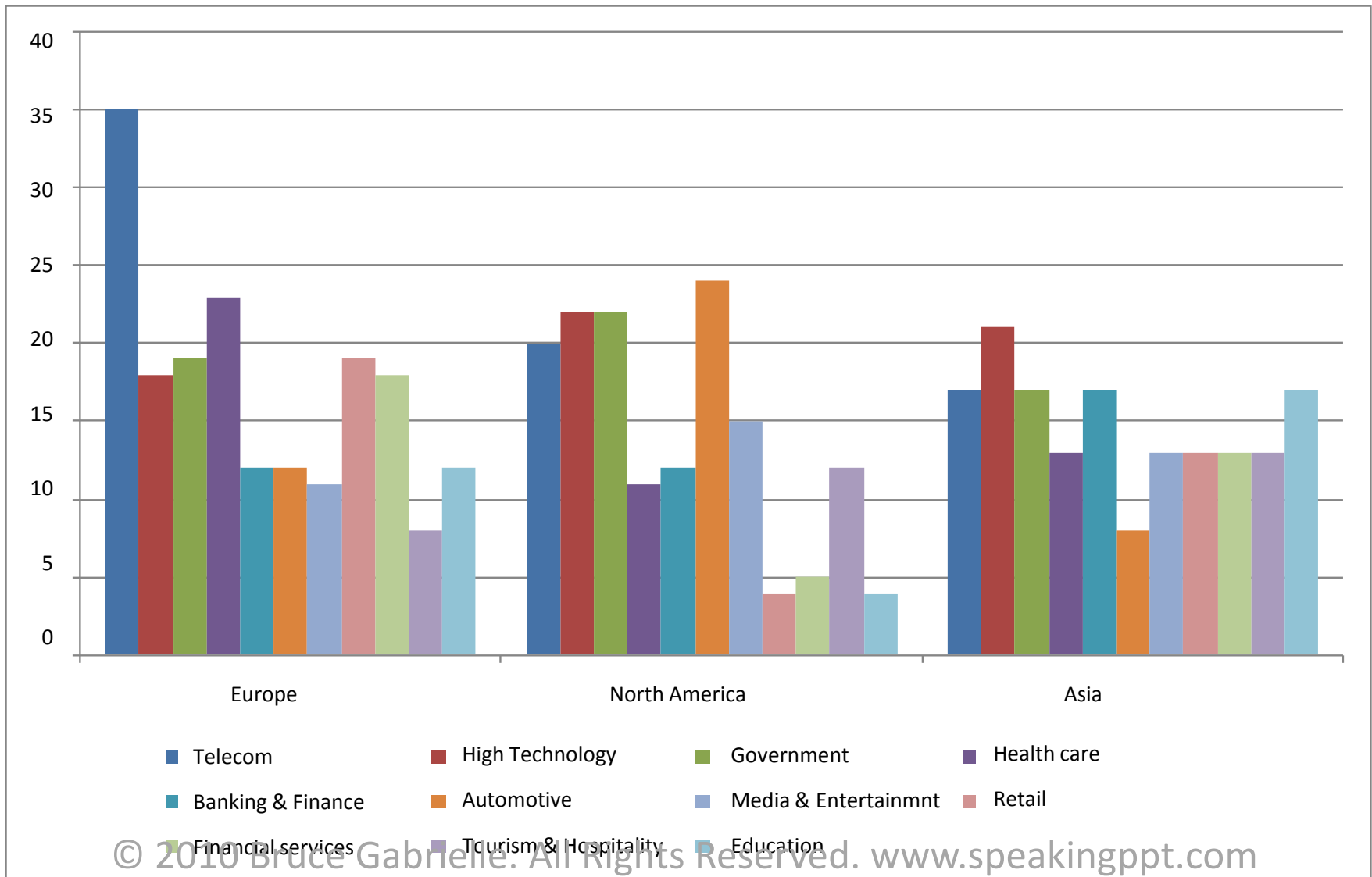
# We will offer product trial to generate leads

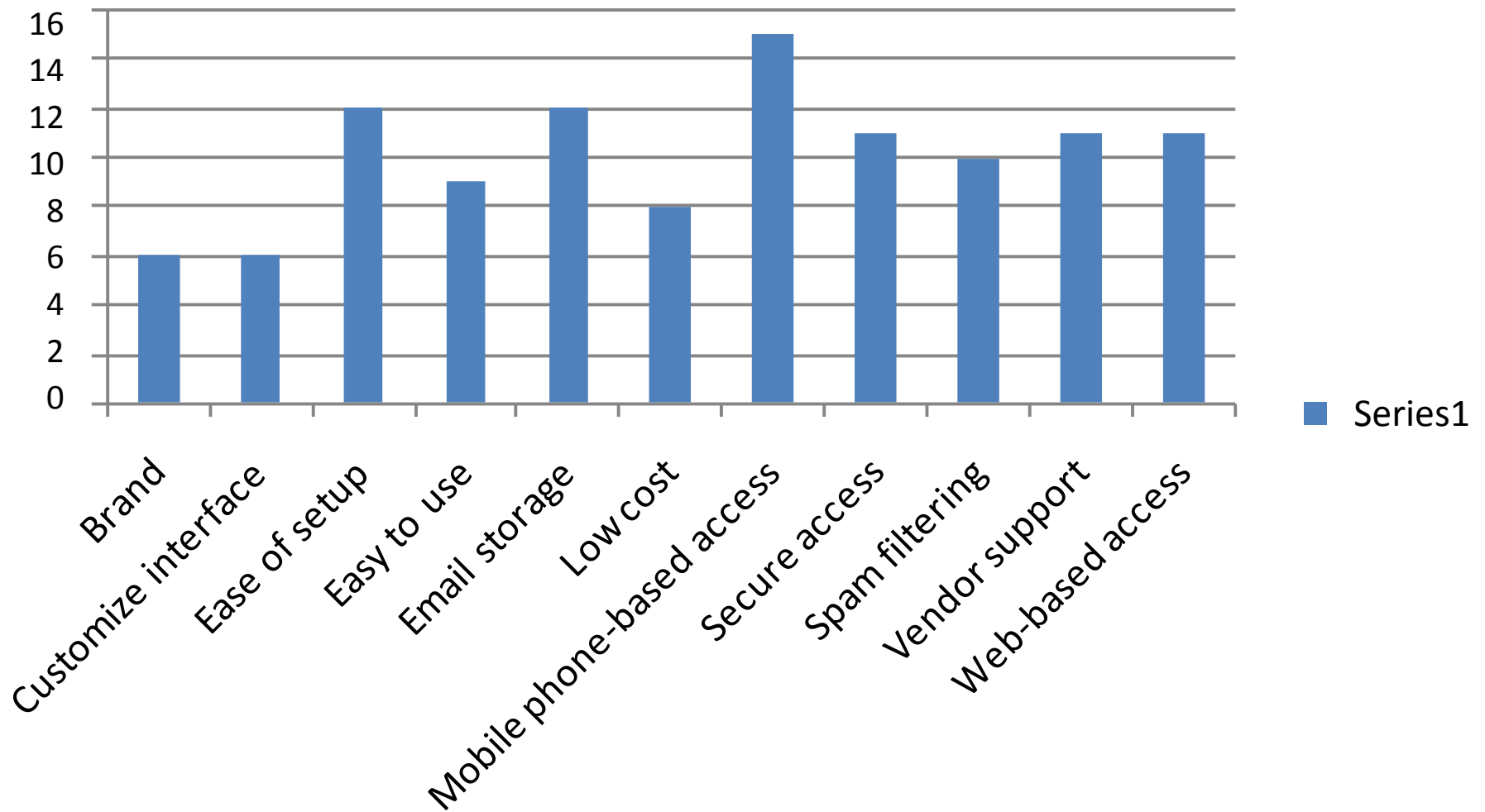


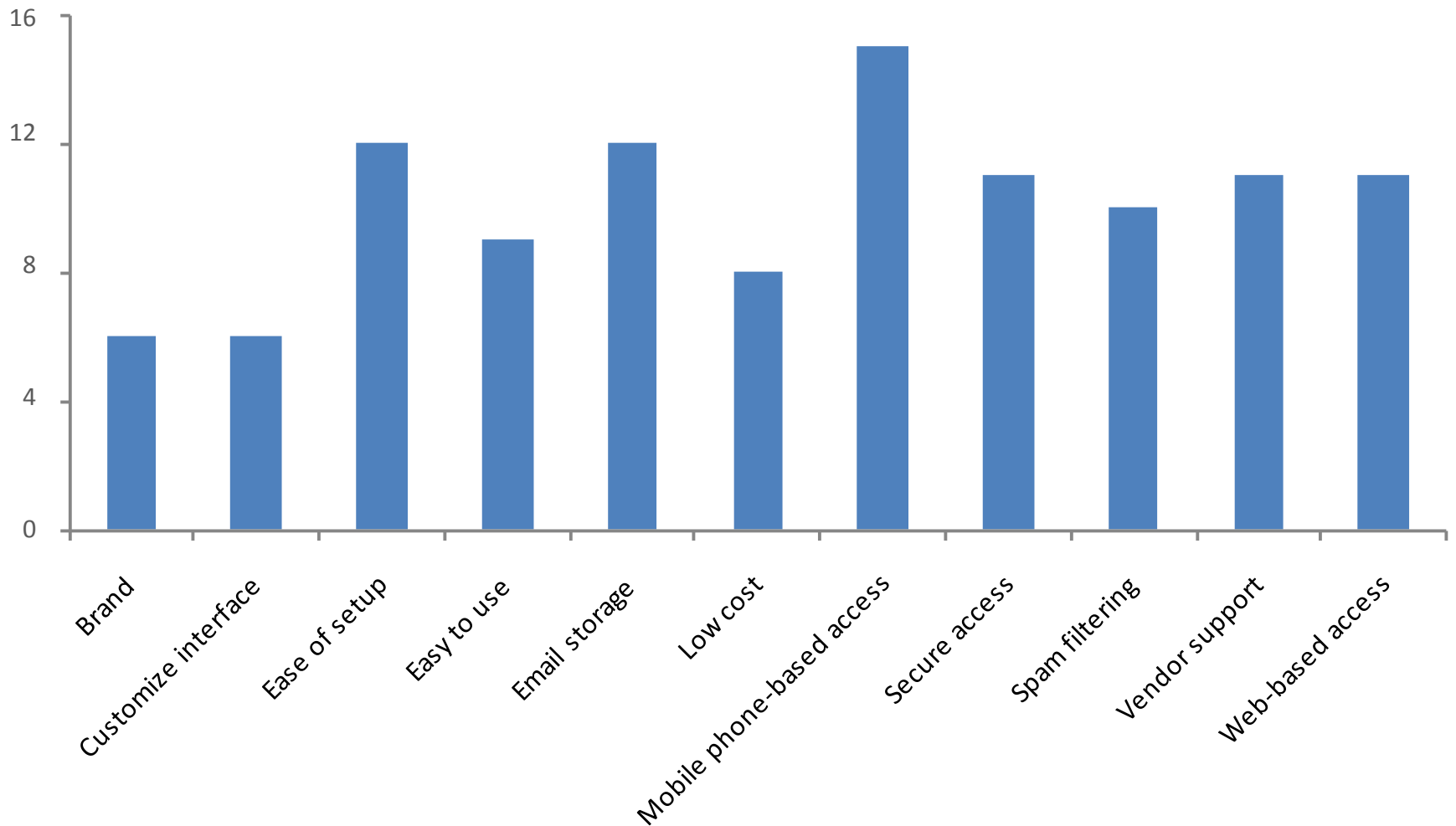
Chapter 14

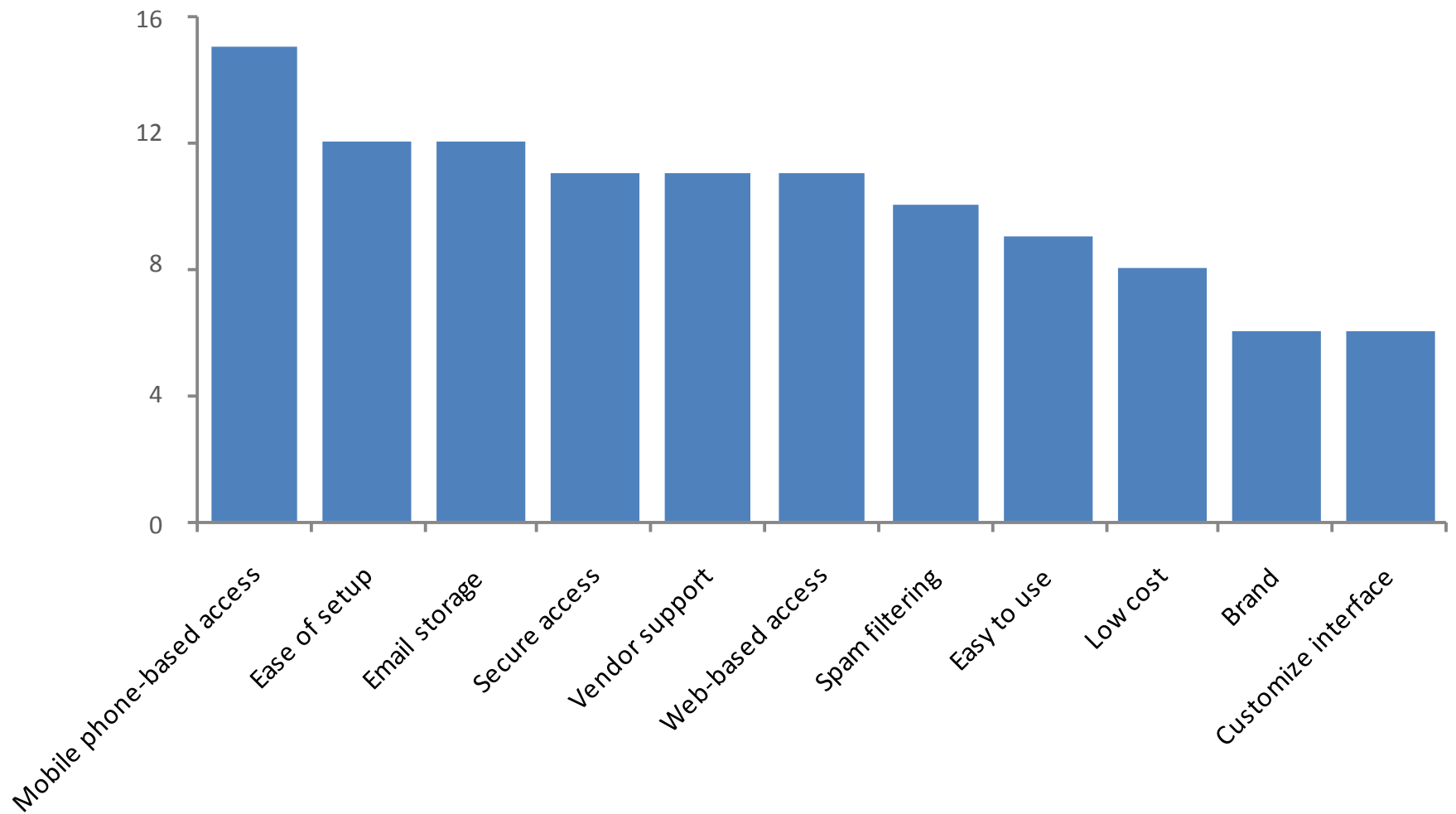
# Charts and Tables

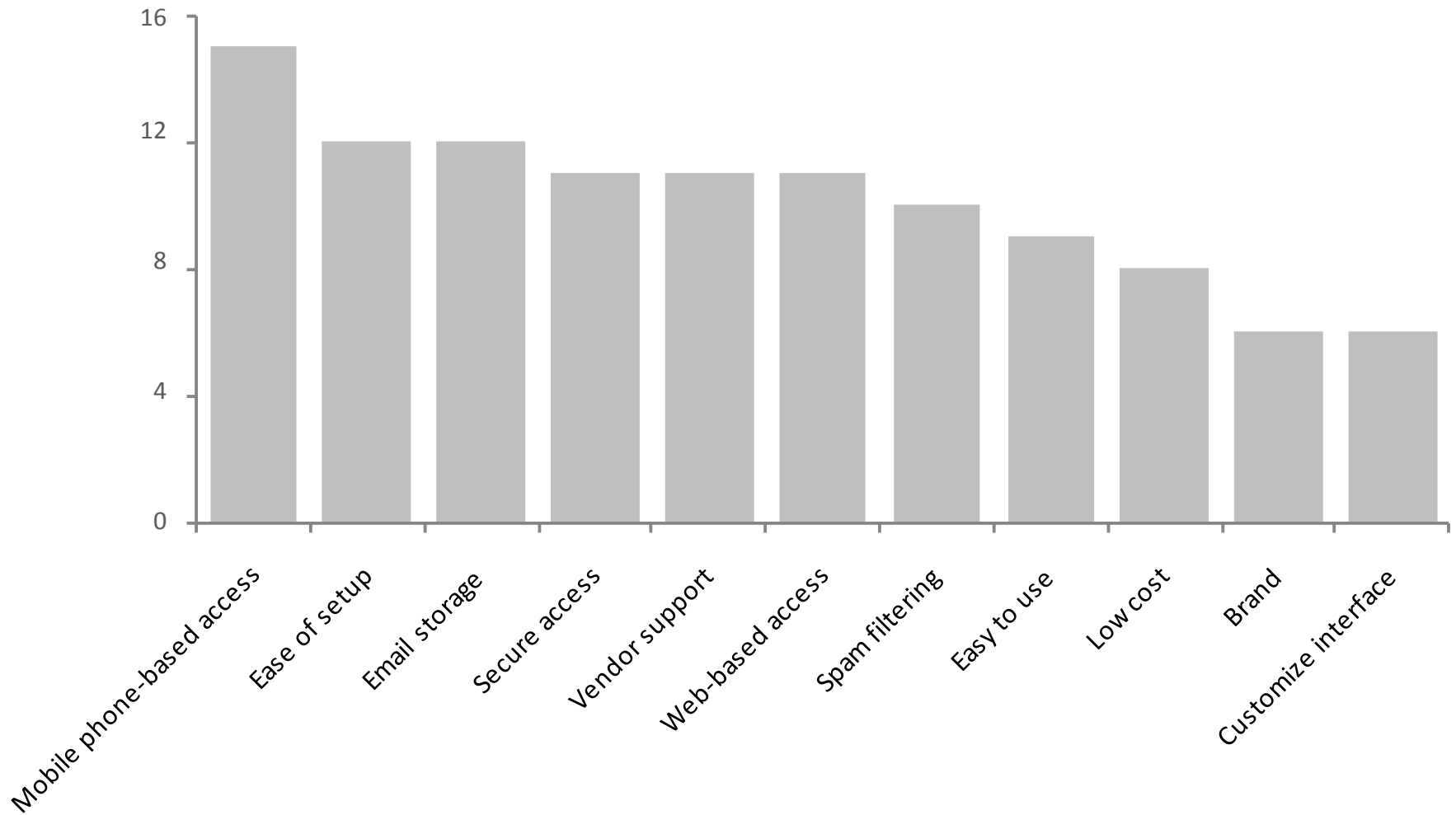
# Key Verticals Focused Upon

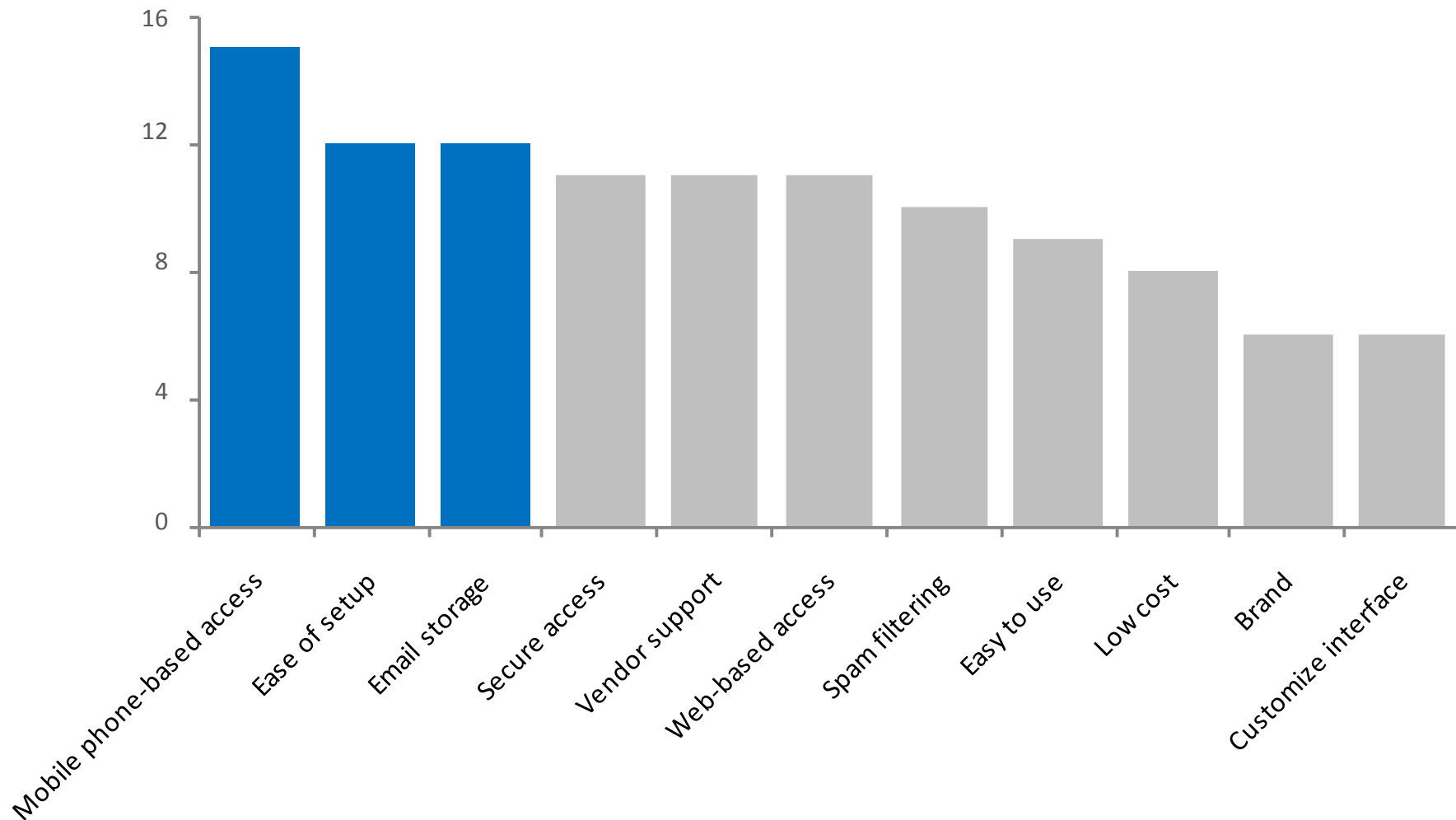


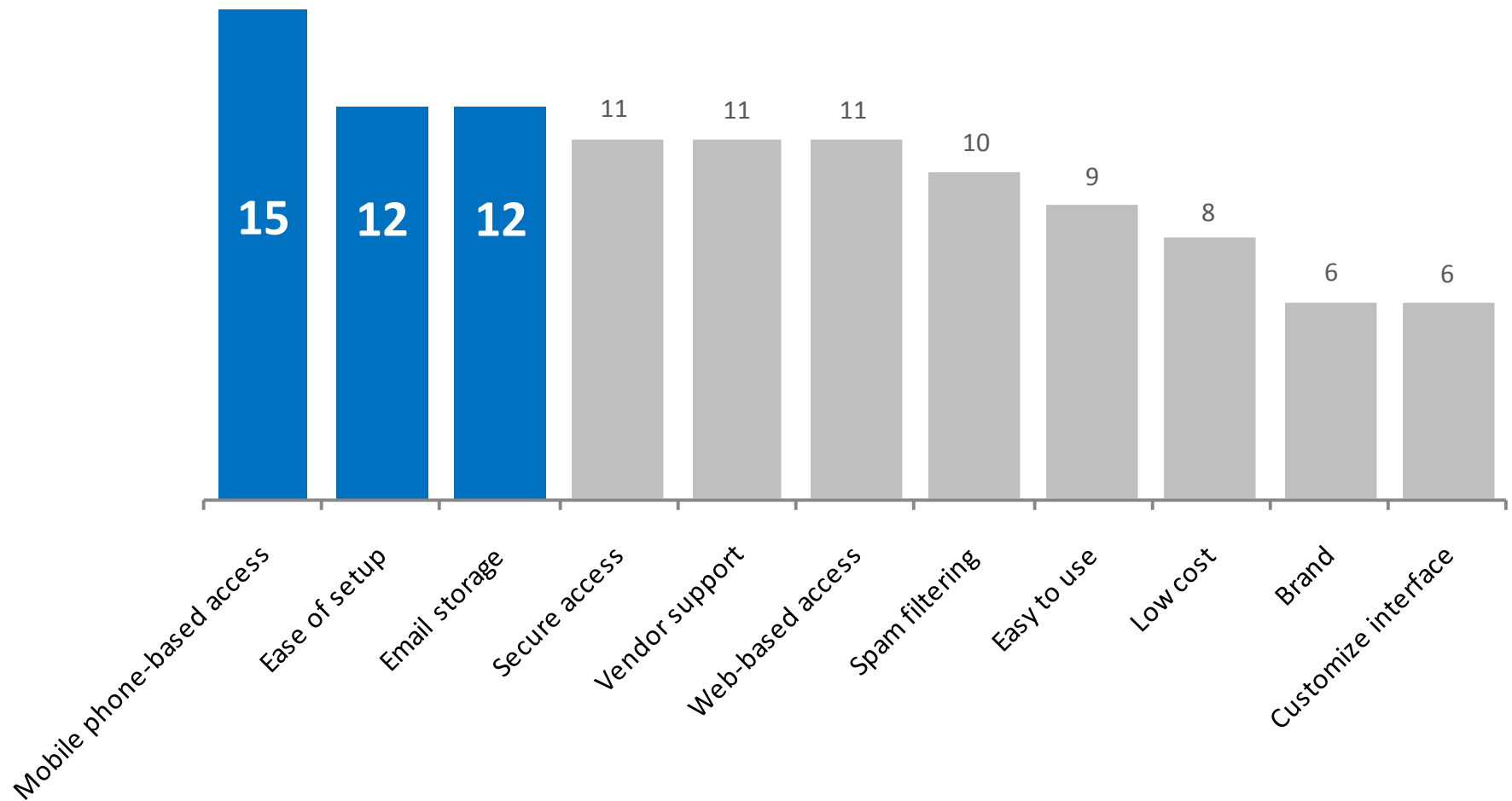


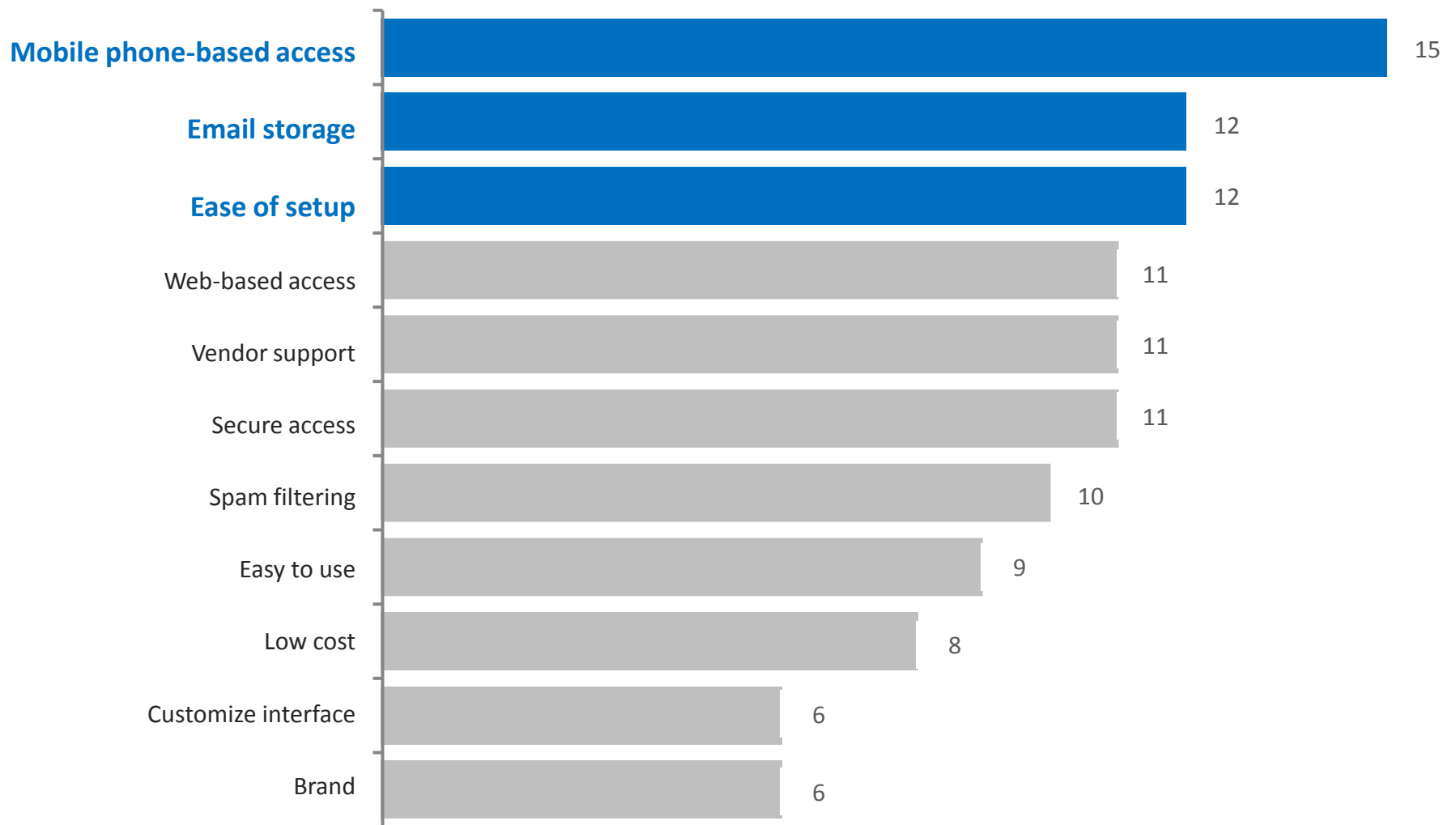


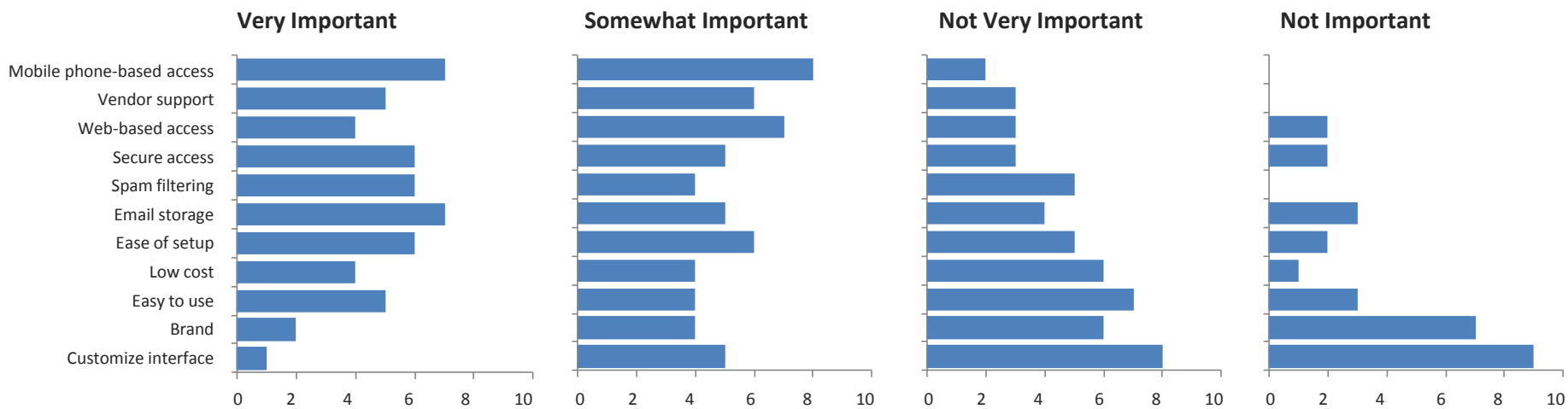


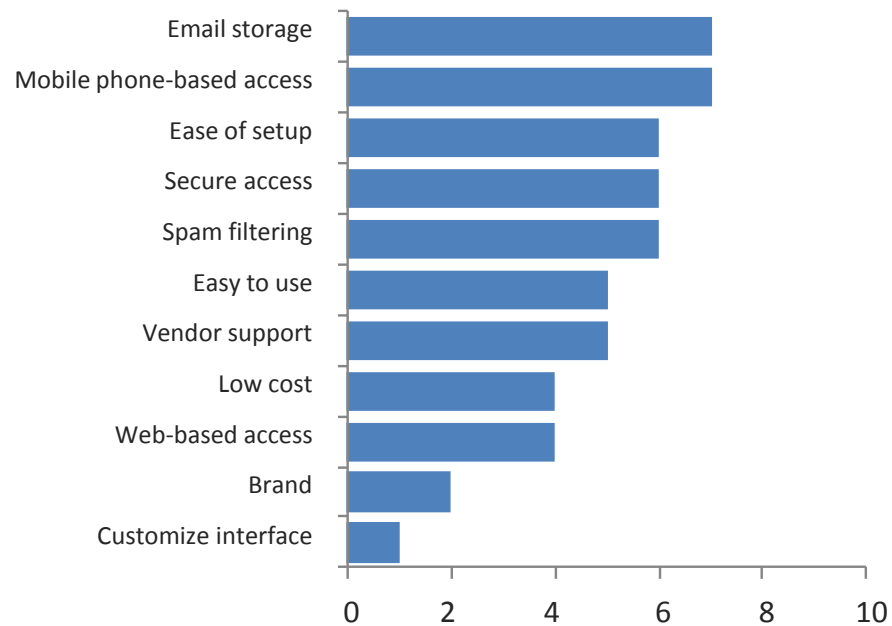
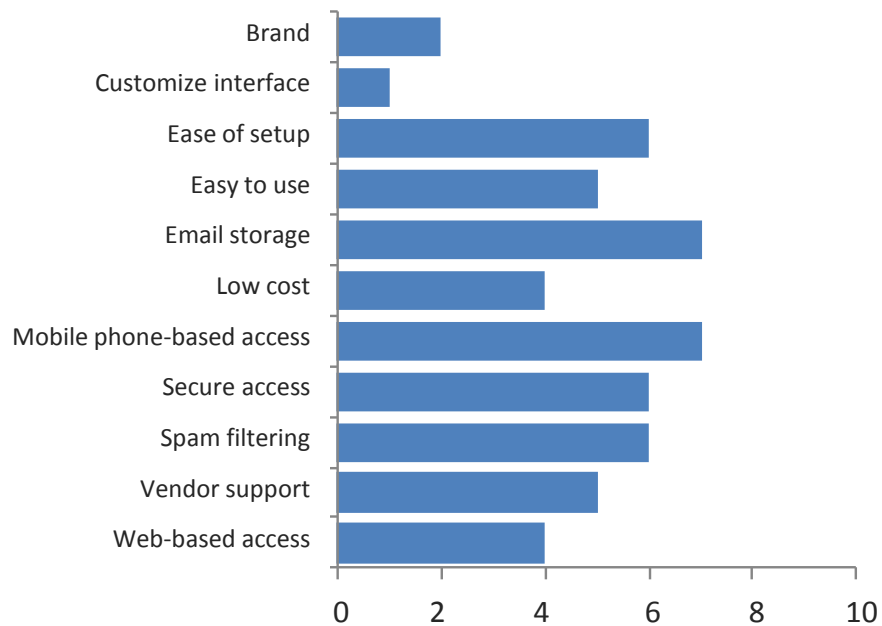


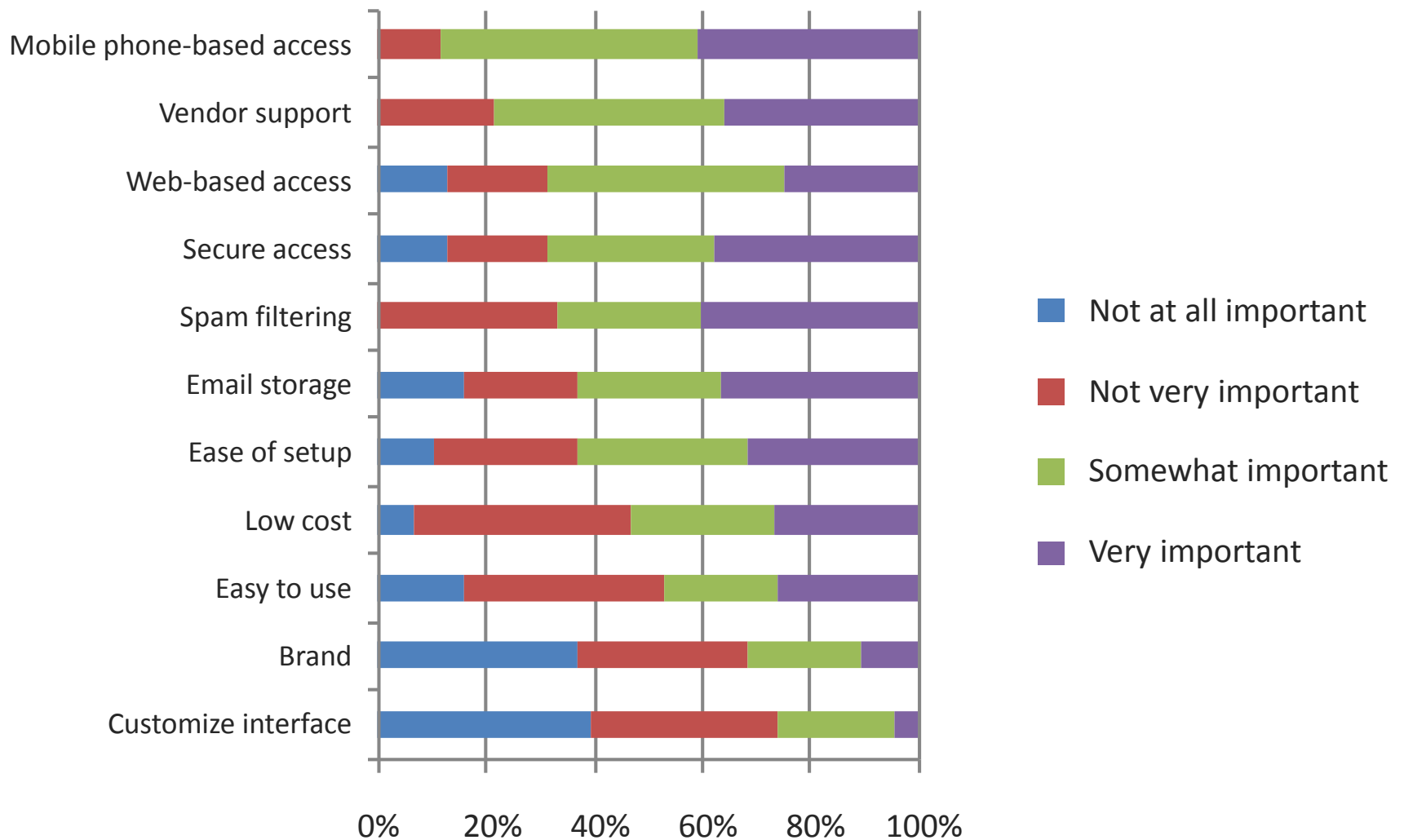


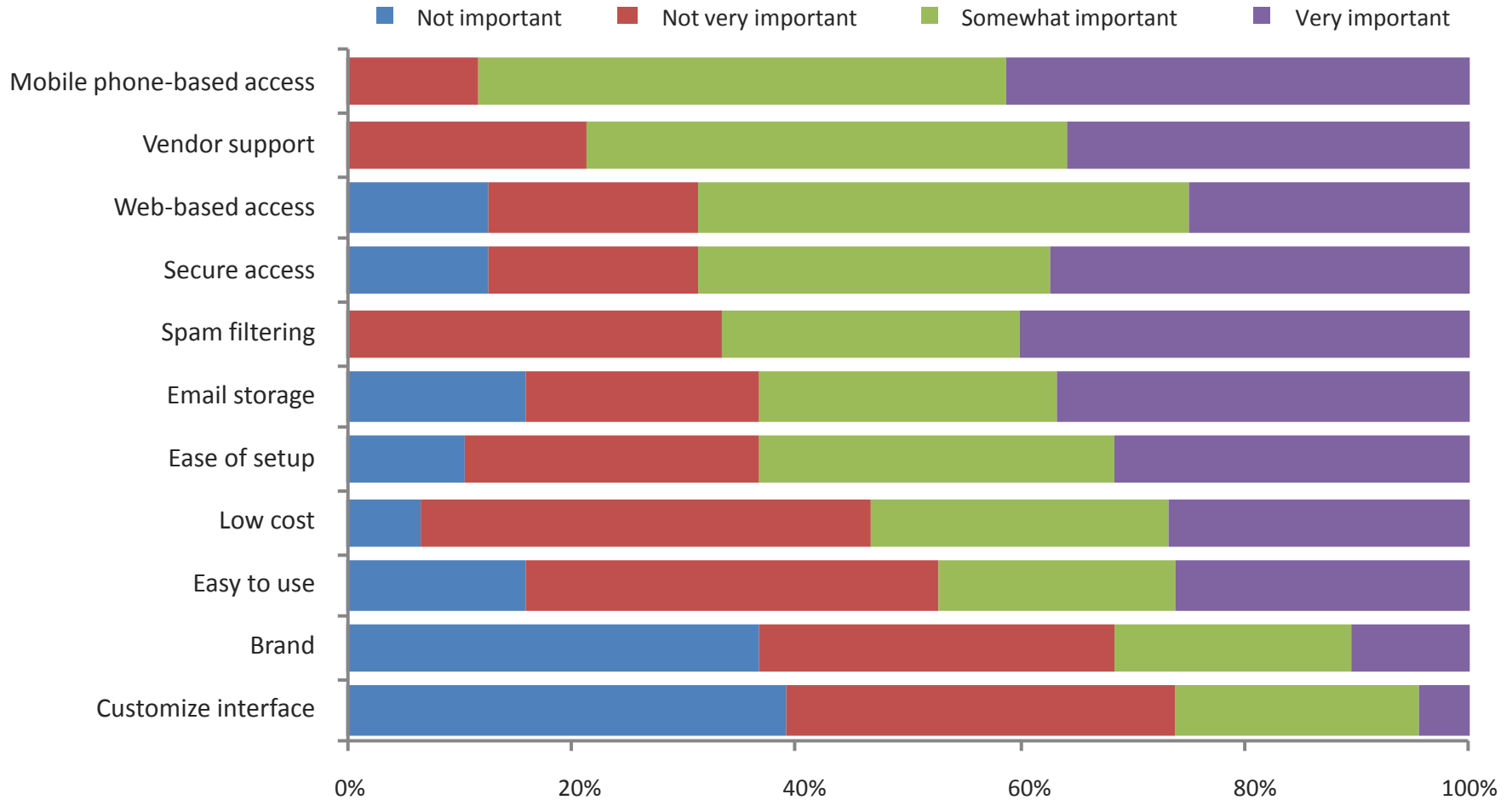


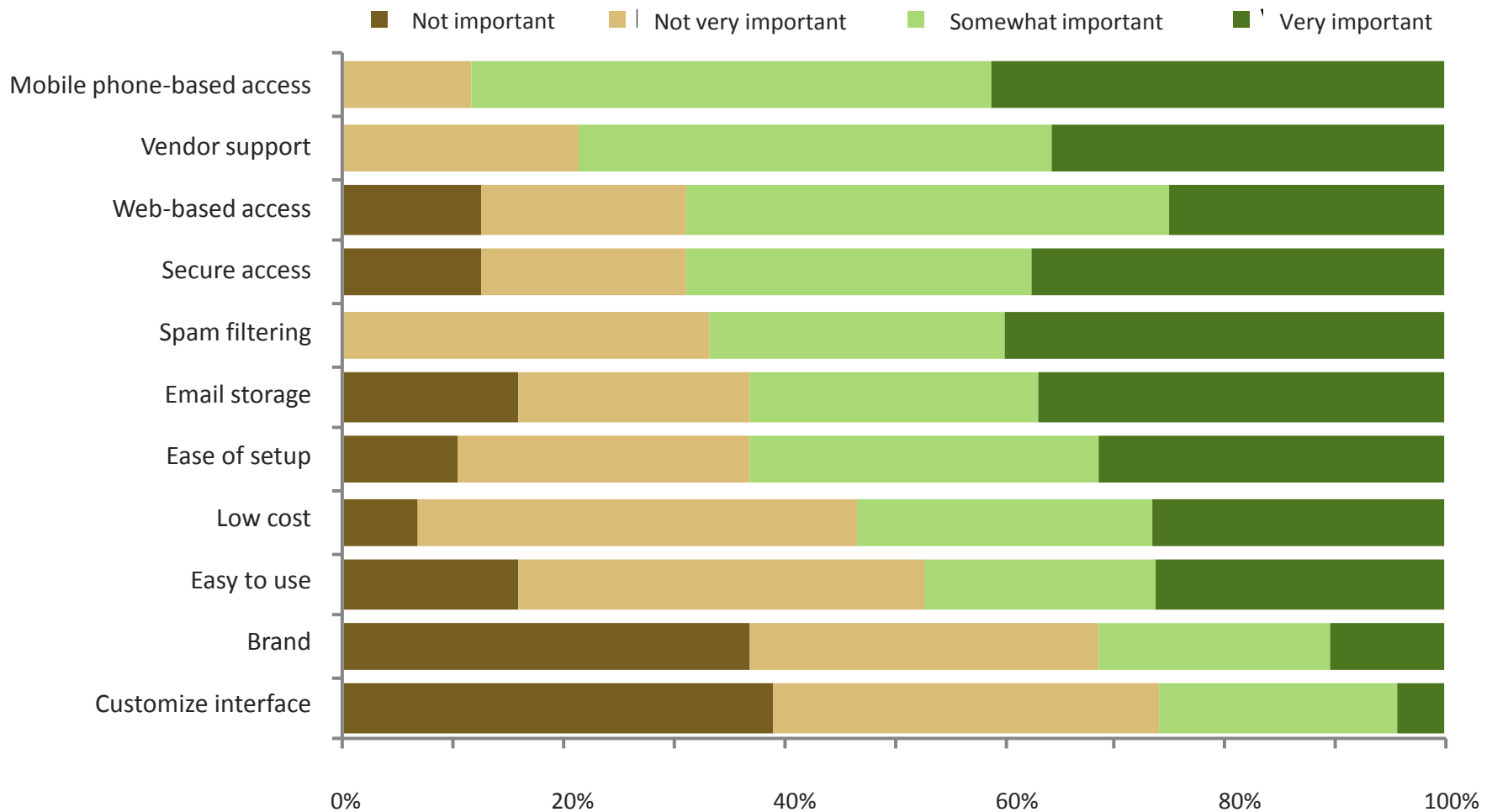


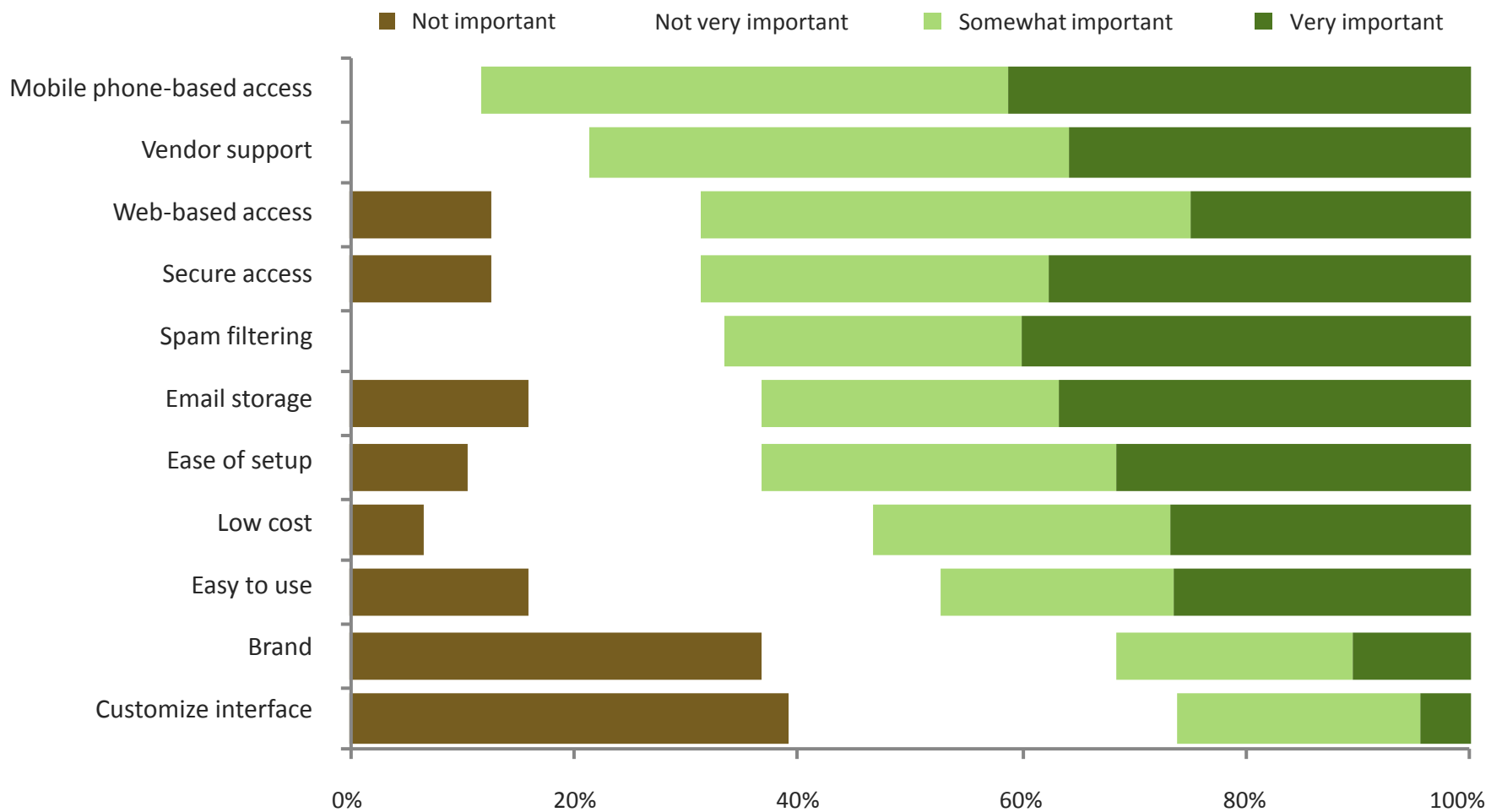


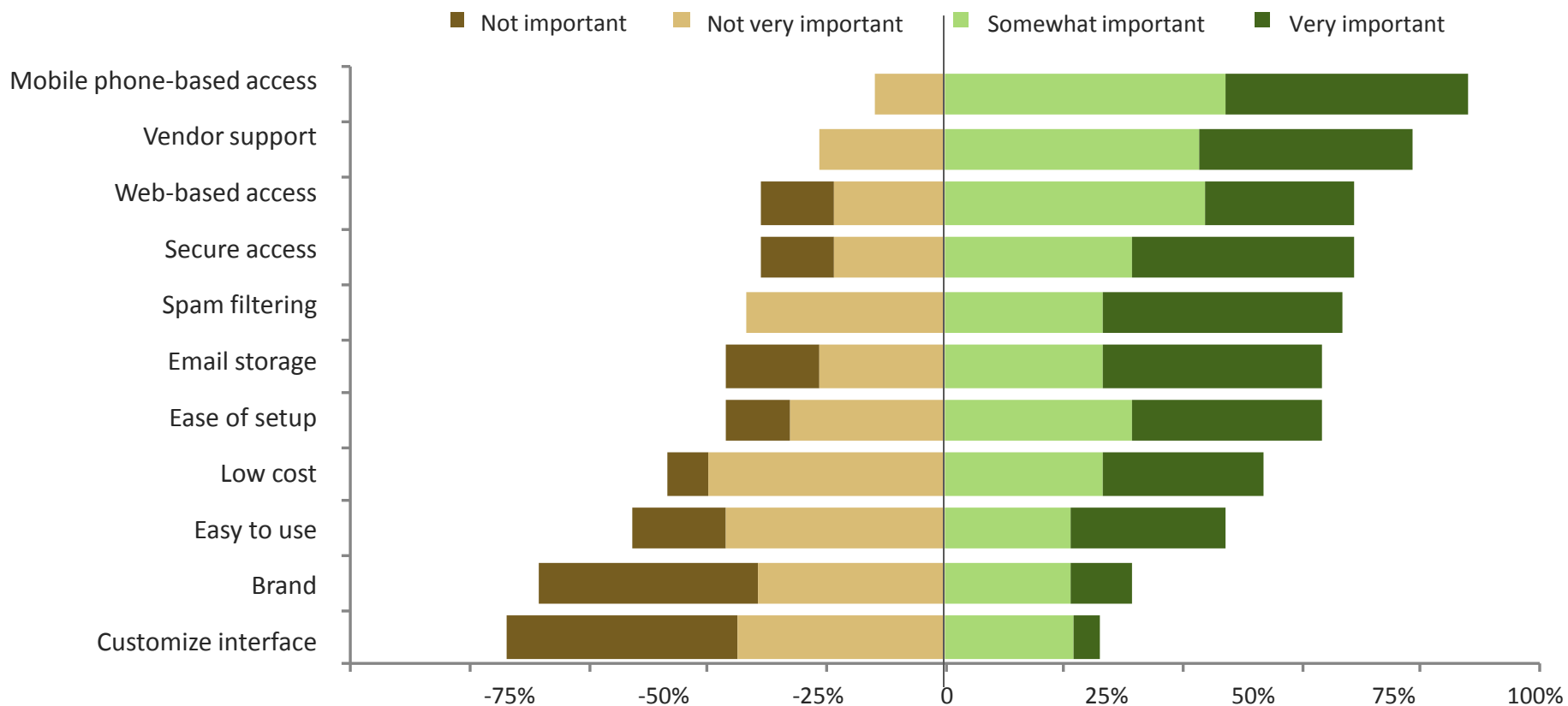


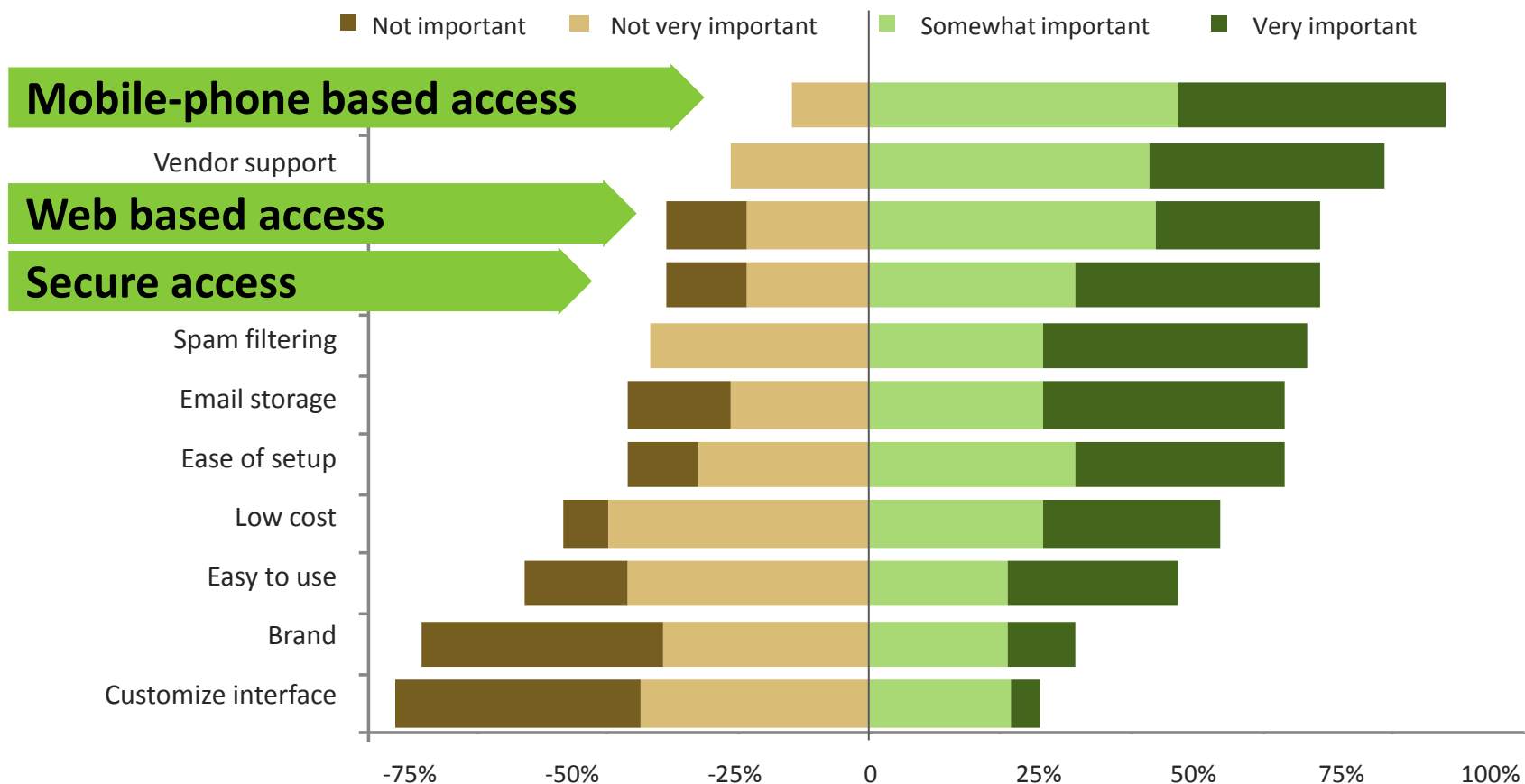


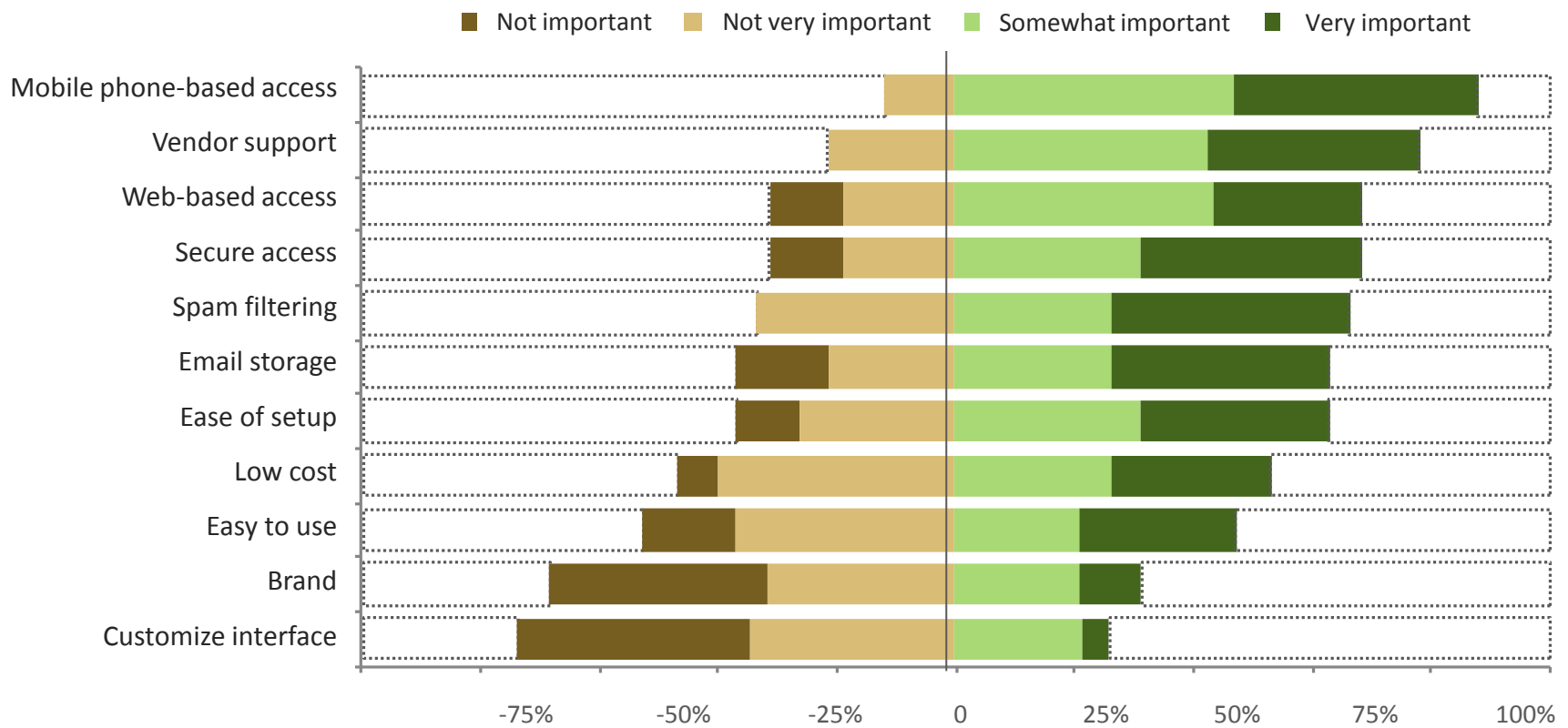


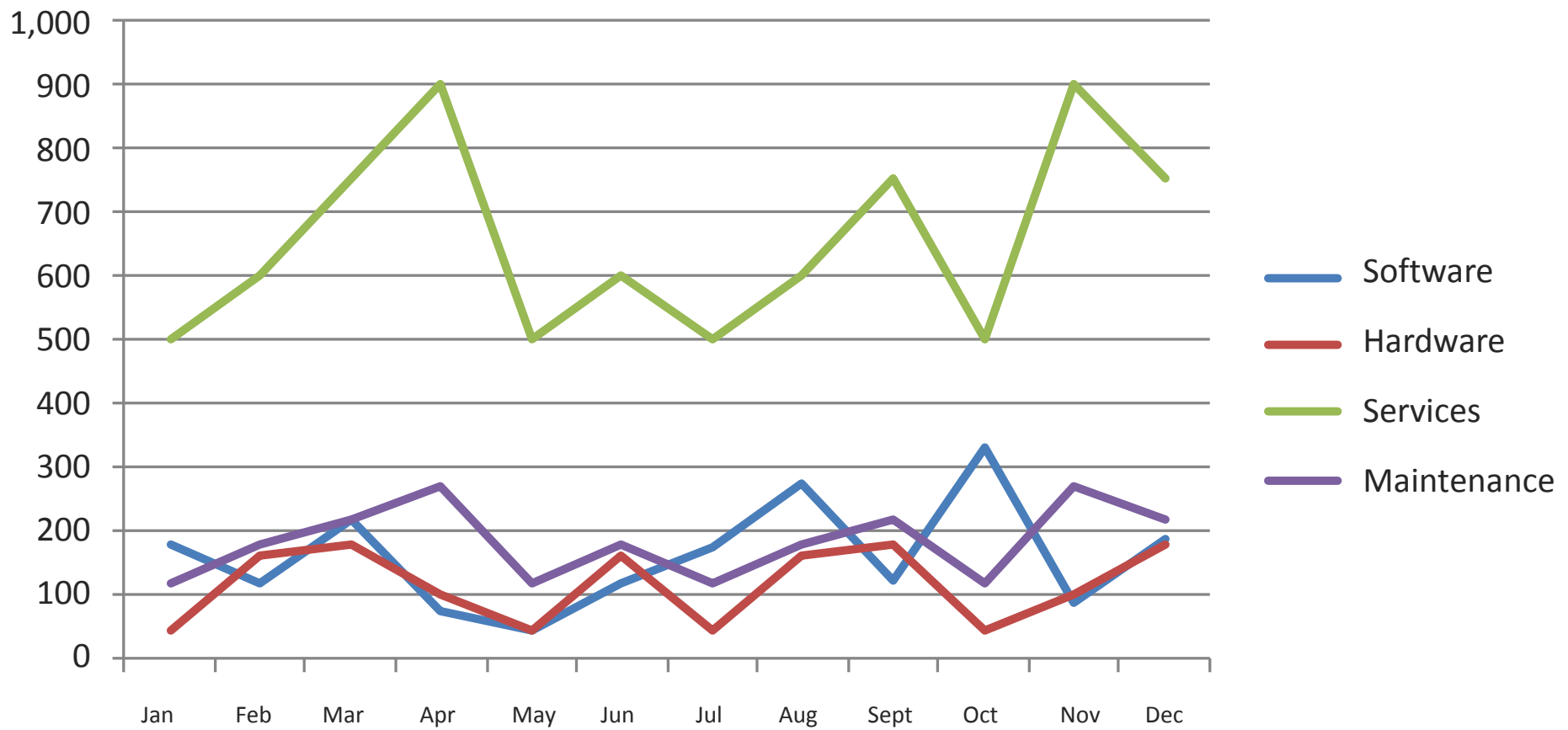


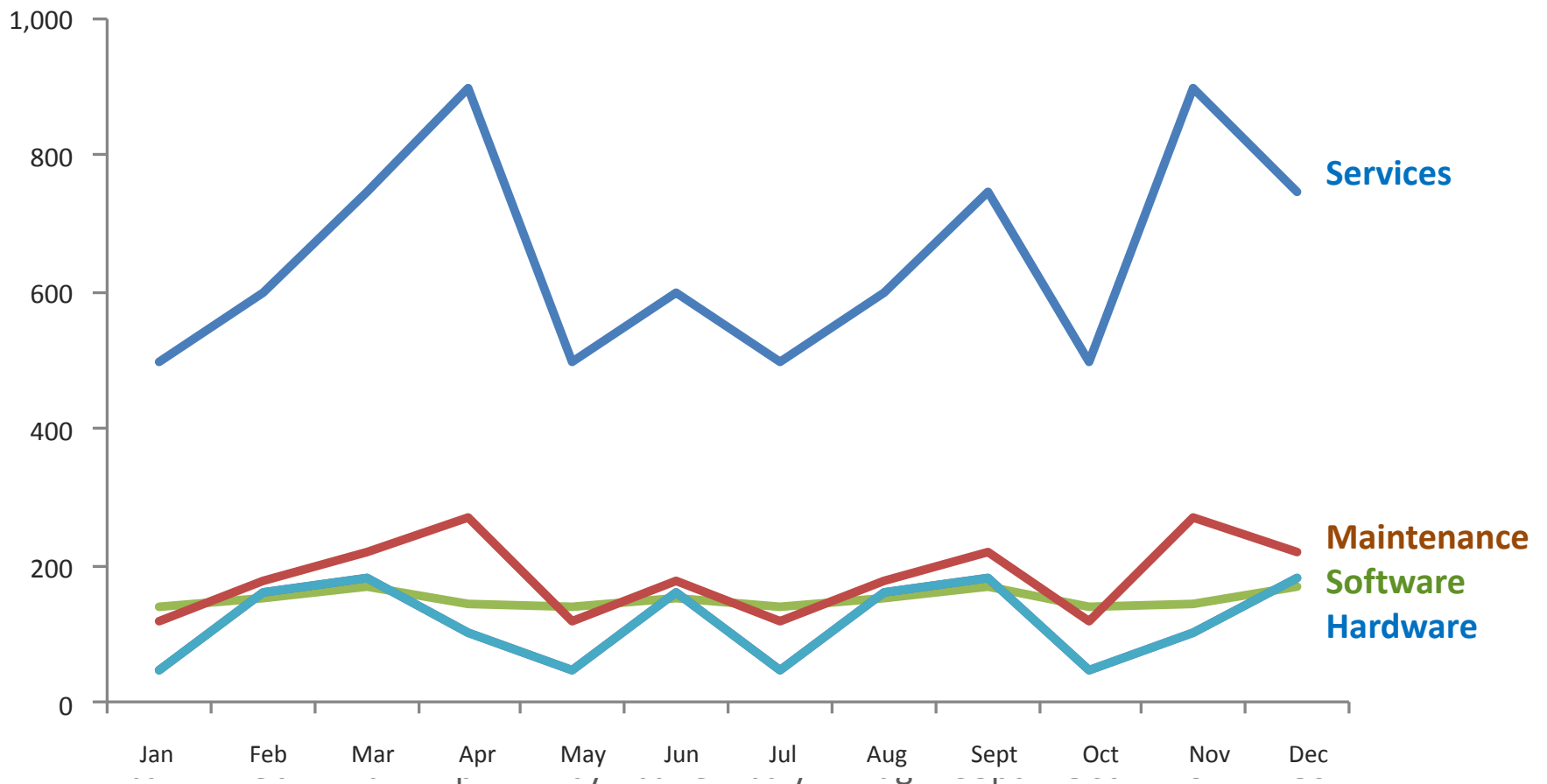




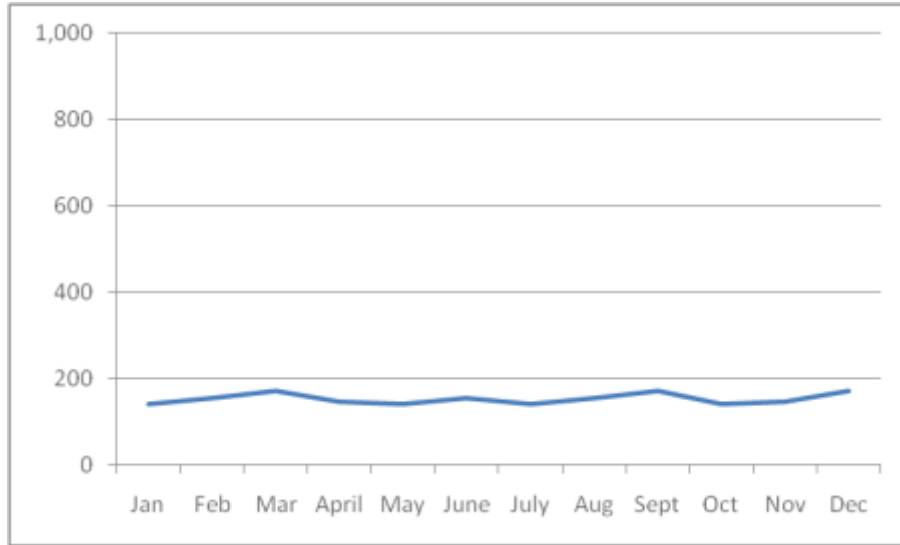




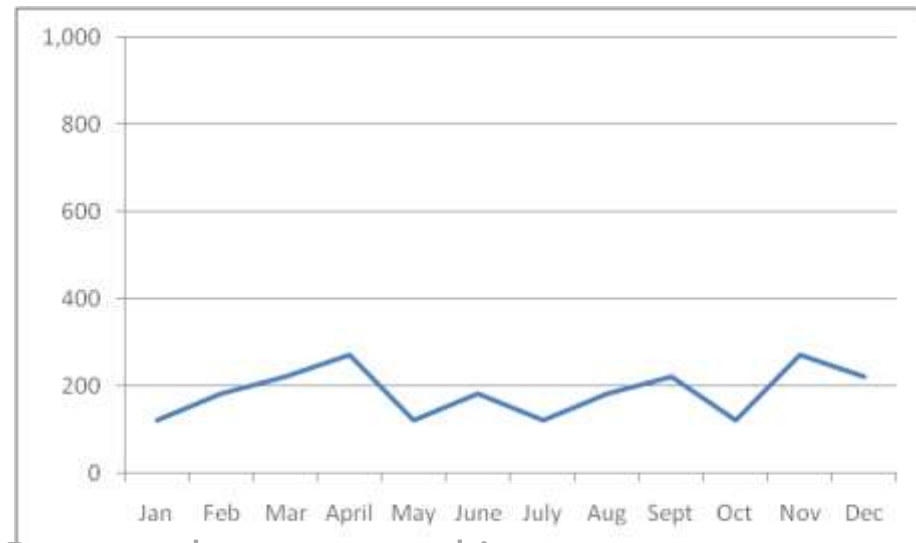
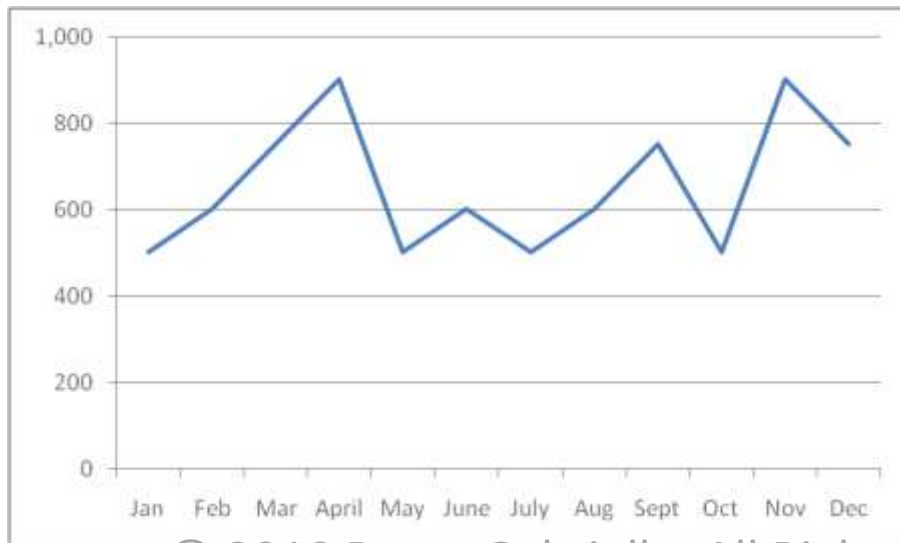
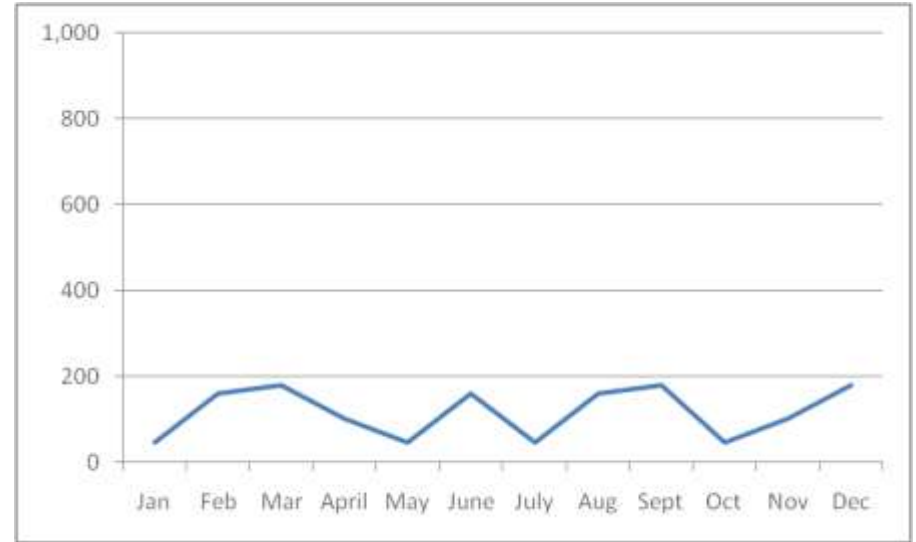




# Software

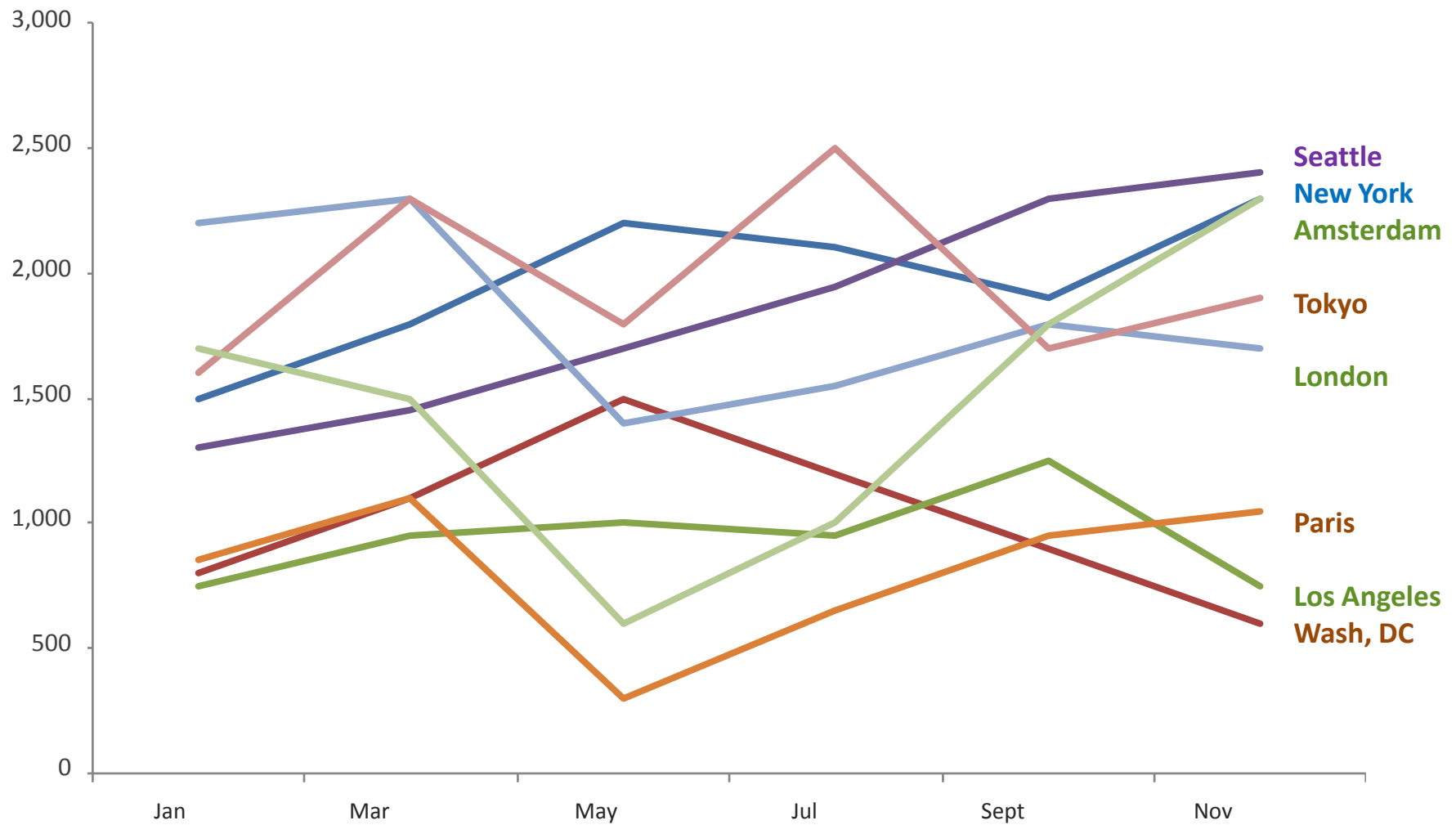


# Hardware

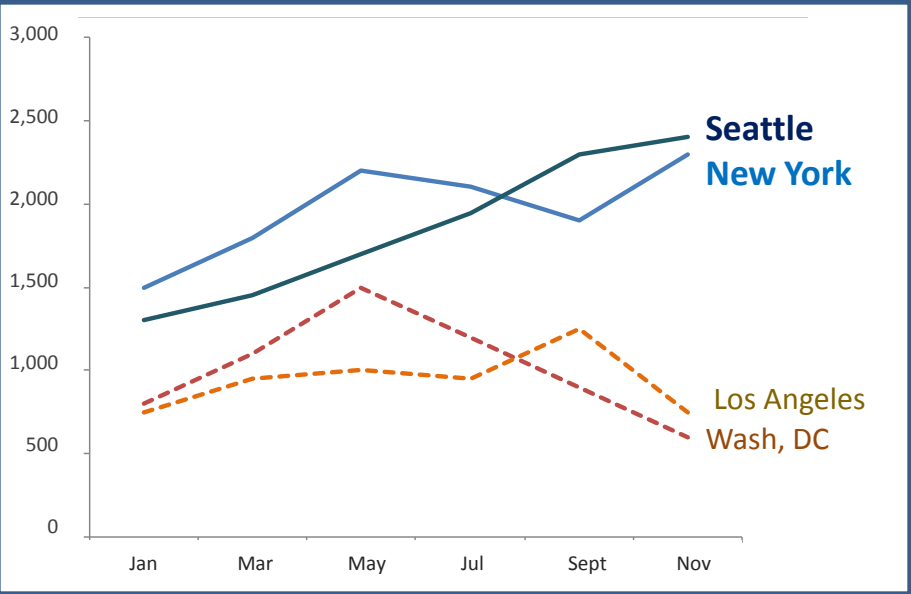


# Services

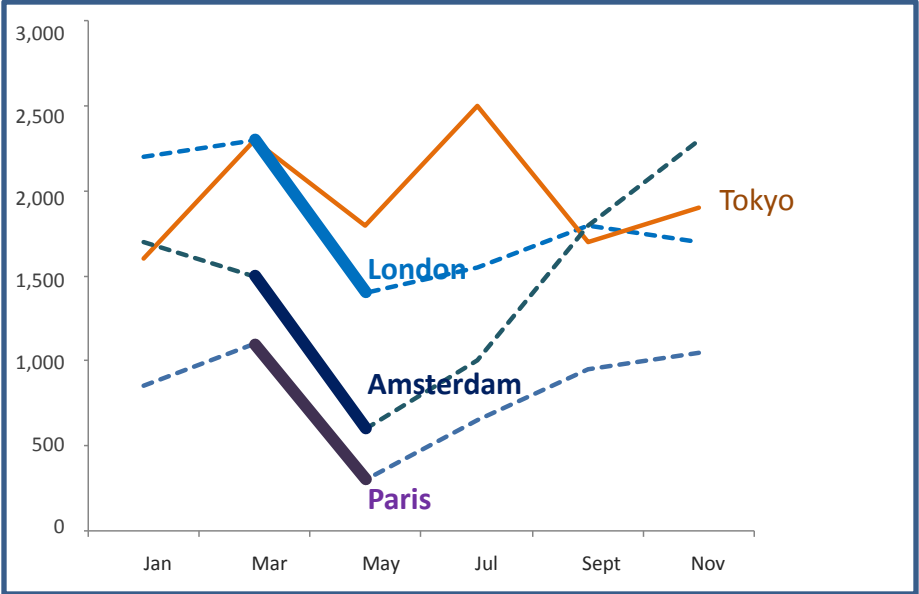
# Maintenance

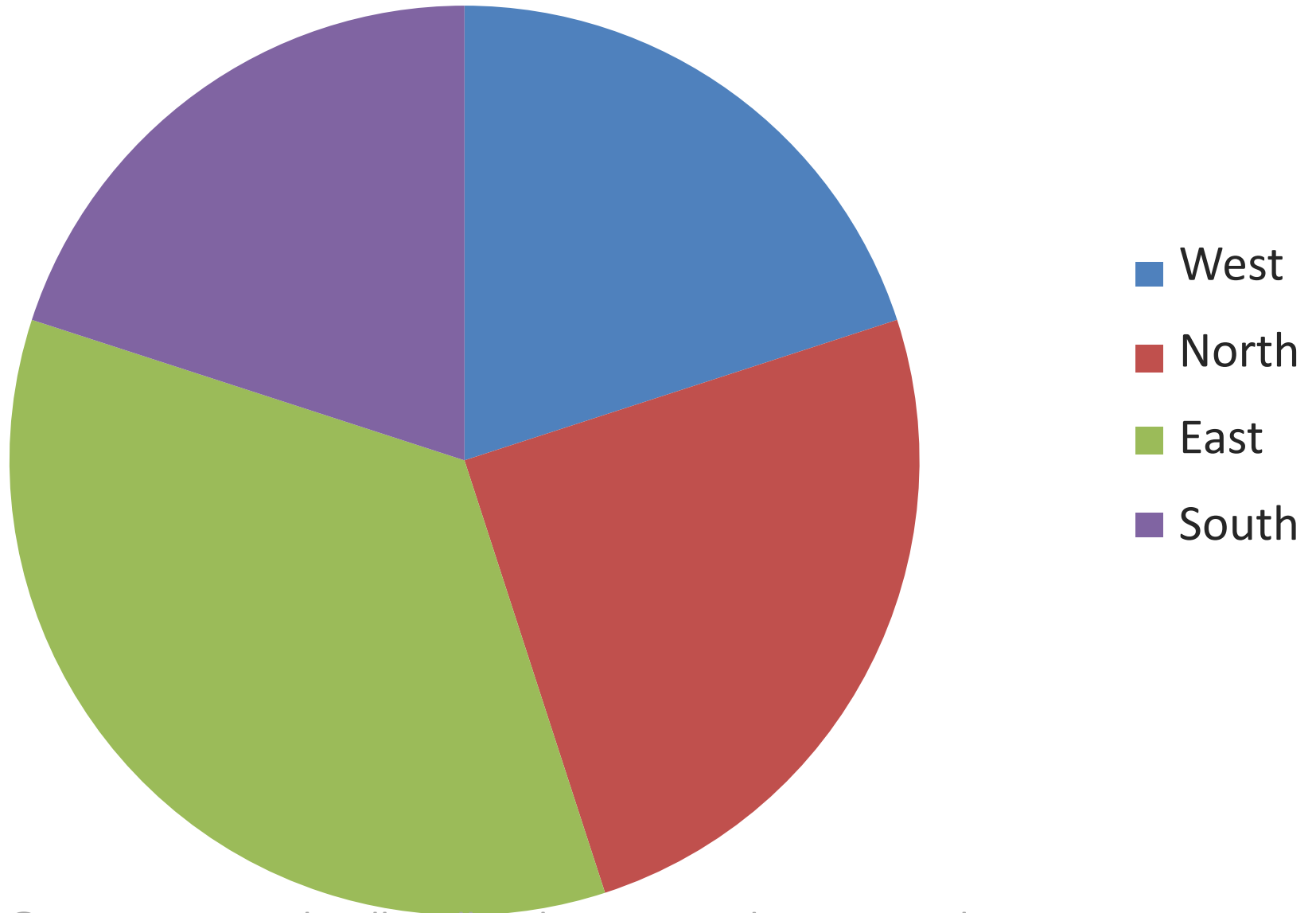


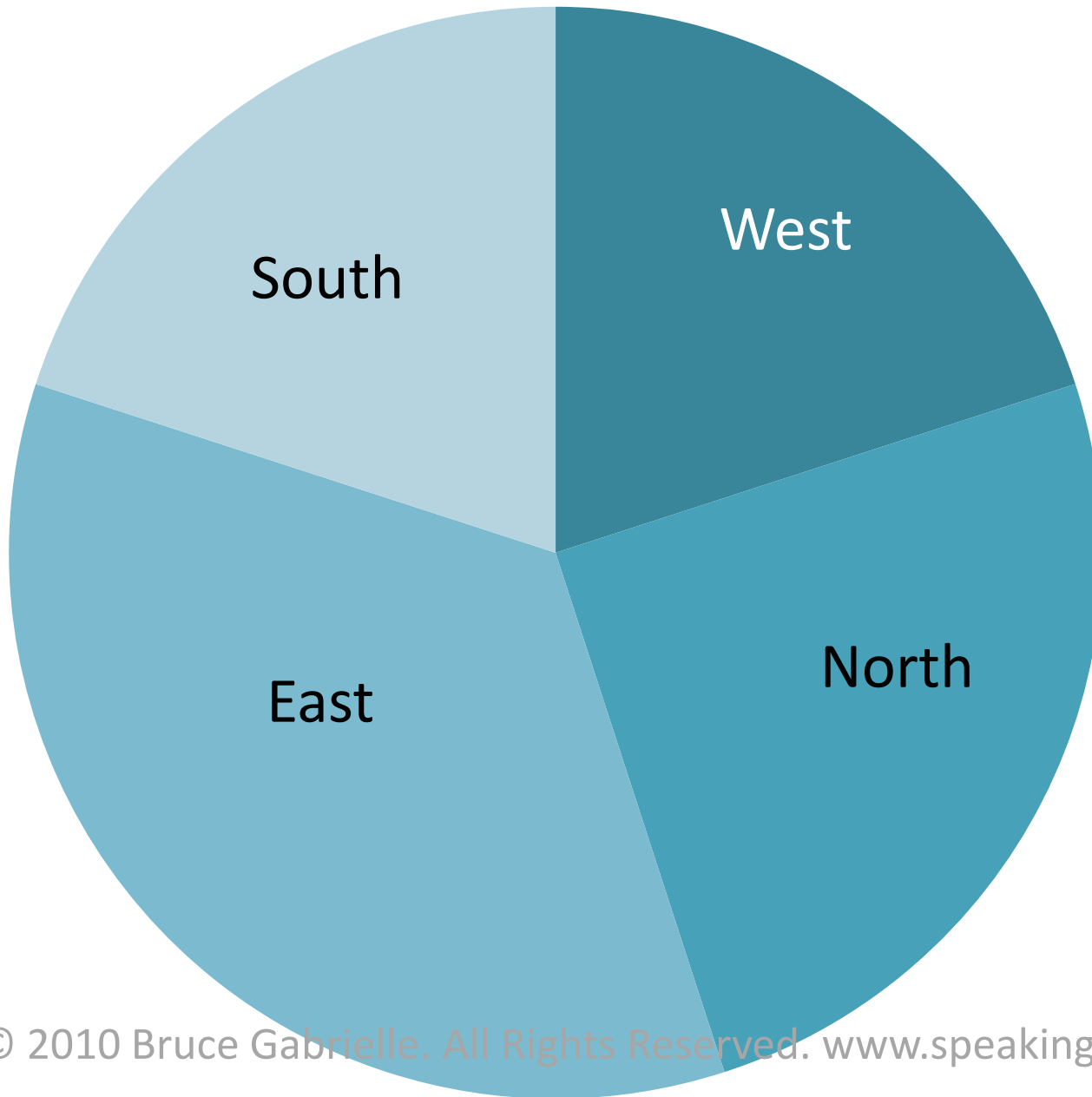
Northern US sales rising all year

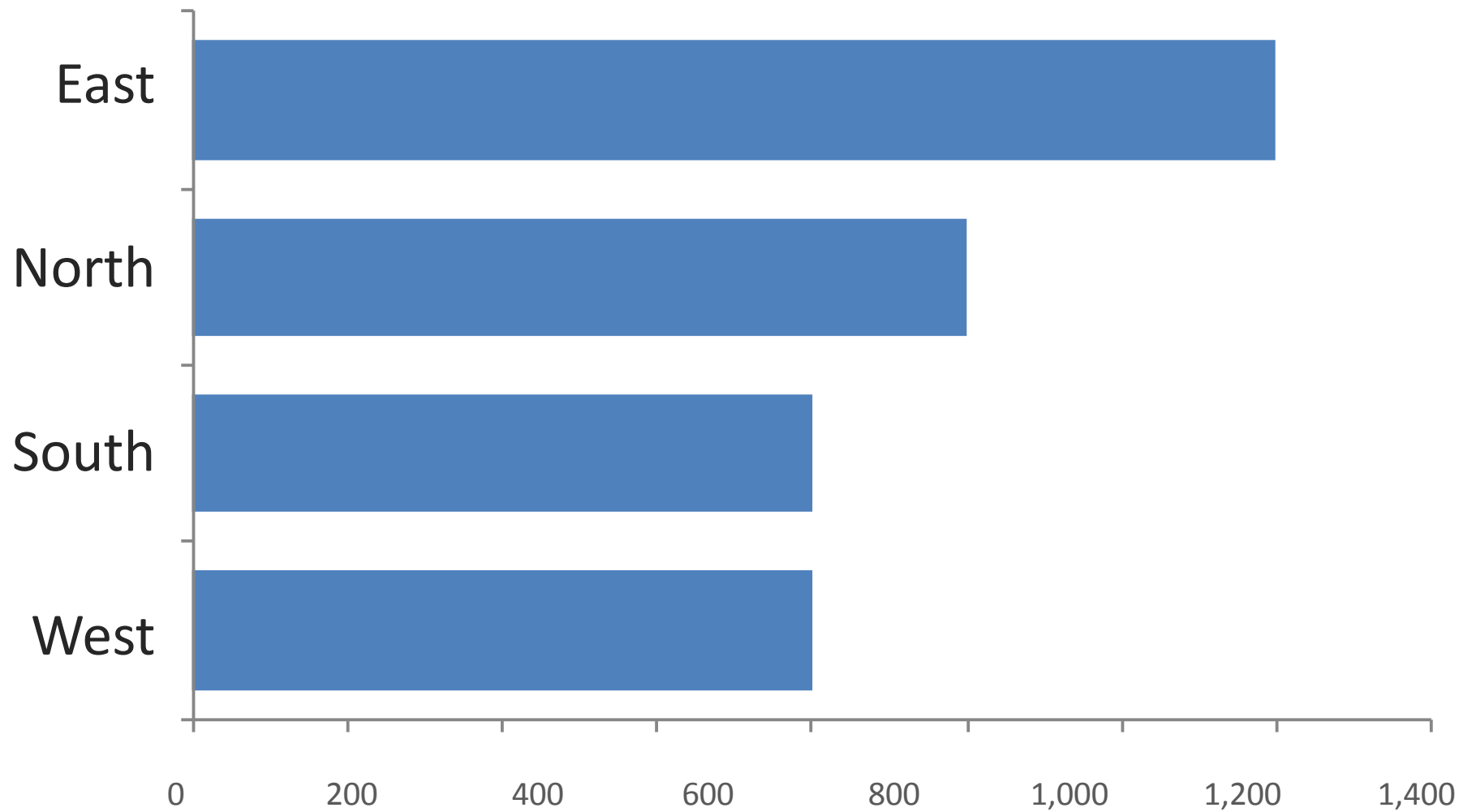


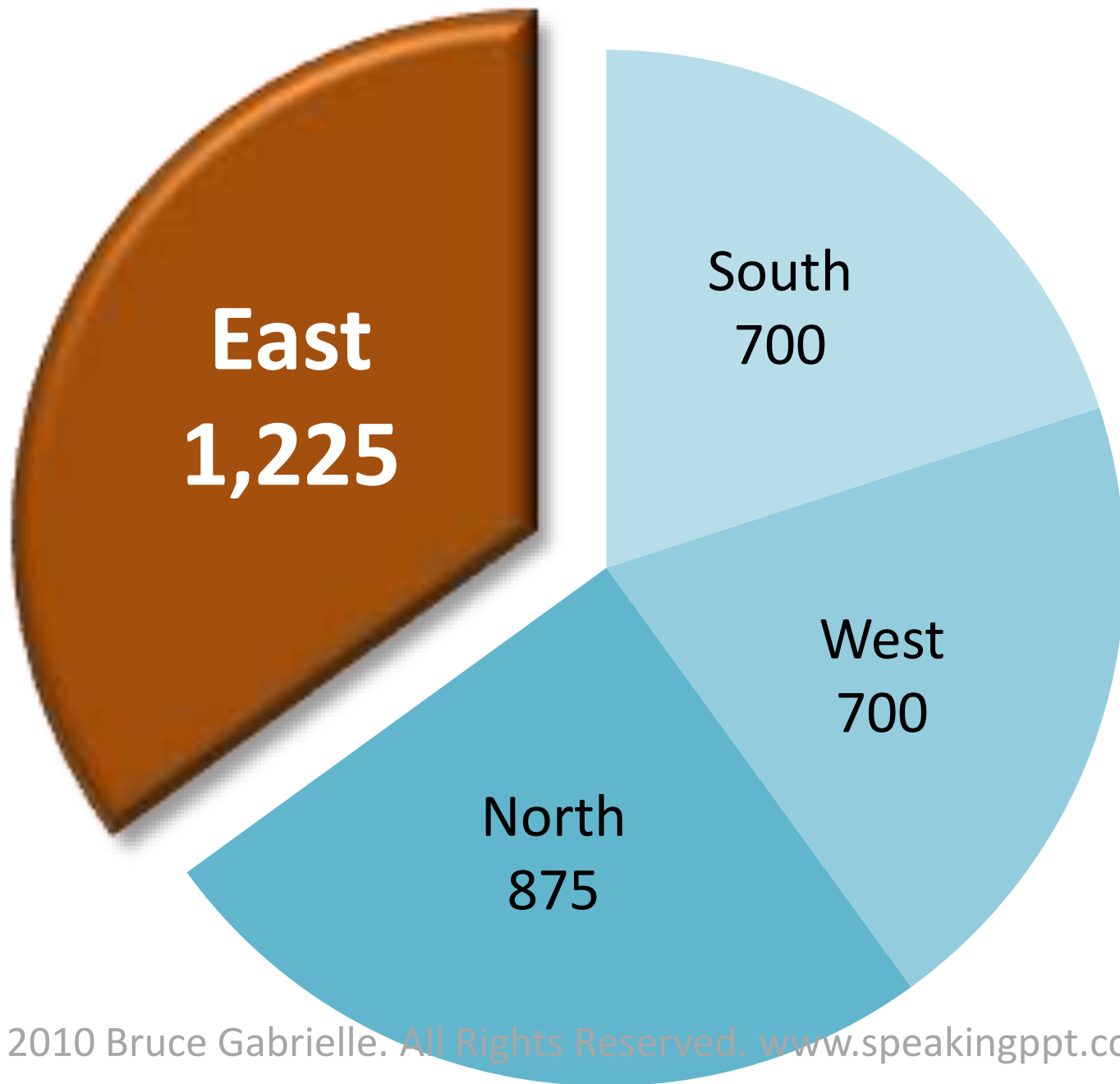
European sales slump in the spring











	Not important	Not very important	Somewhat important	Very important
Customize interface	9	8	5	1
Brand	7	6	4	2
Easy to use	3	7	4	5
Low cost	1	6	4	4
Ease of setup	2	5	6	6
Email storage	3	4	5	7
Spam filtering	0	5	4	6
Secure access	2	3	5	6
Web-based access	2	3	7	4
Vendor support	0	3	6	5
Mobile phone-based access	0	2	8	7

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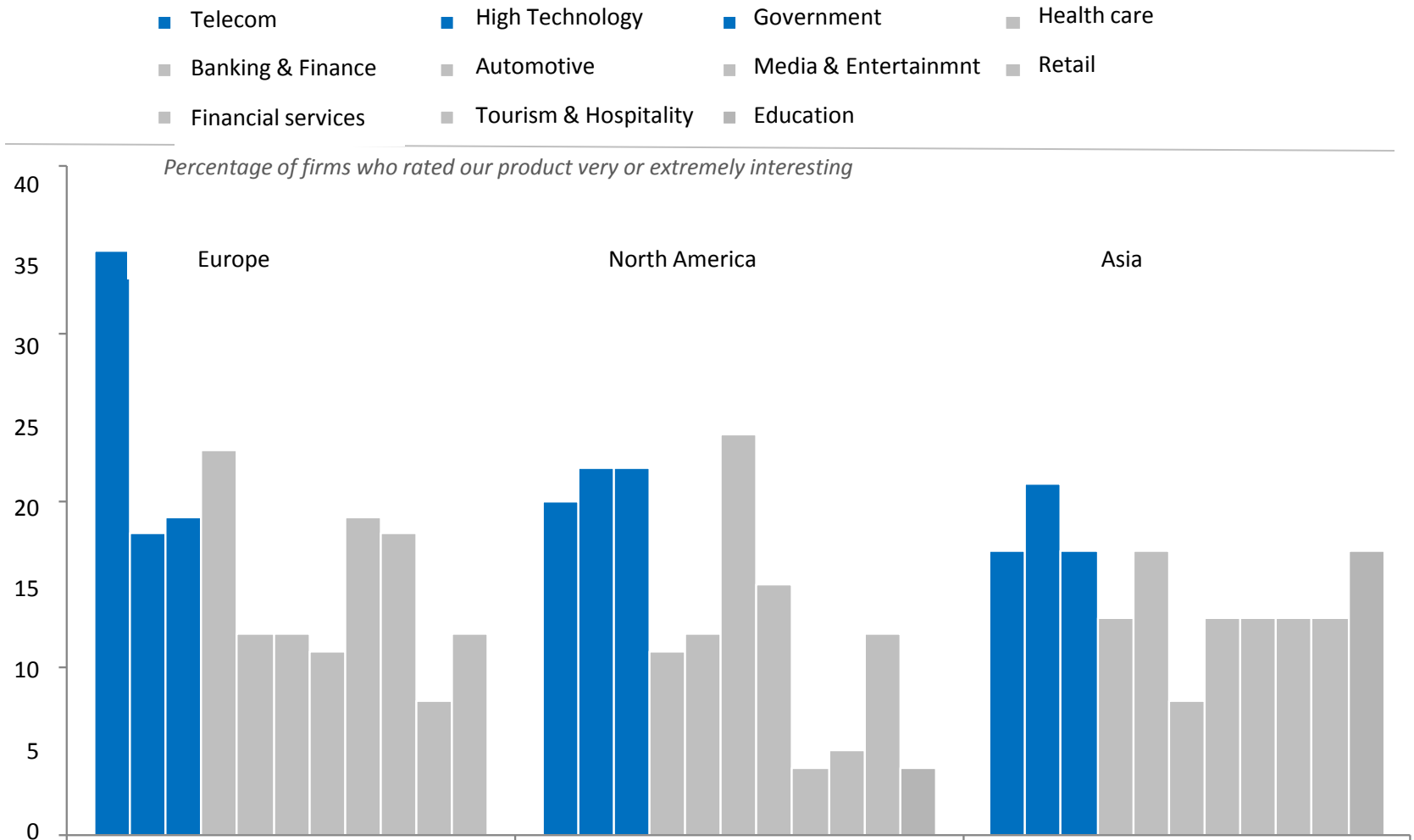
	Not important	Not very important	Somewhat important	Very important
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Email storage	3	4	5	7
Ease of setup	2	5	6	6
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Spam filtering	0	5	4	6
Vendor support	0	3	6	5
Easy to use	3	7	4	5
Web-based access	2	3	7	4
Low cost	1	6	4	4
Brand	7	6	4	2
Customize interface	9	8	5	1

	Very important	Somewhat important	Not very important	Not important
Mobile phone-based access	7	8	2	0
Email storage	7	5	4	3
Ease of setup	6	6	5	2
Secure access	6	5	3	2
Spam filtering	6	4	5	0
Vendor support	5	6	3	0
Easy to use	5	4	7	3
Web-based access	4	7	3	2
Low cost	4	4	6	1
Brand	2	4	6	7
Customize interface	1	5	8	9

	Very important	Somewhat important	Not very important	Not important
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<b>Email storage</b>	7	5	4	3
<b>Ease of setup</b>	6	6	5	2
Secure access	6	5	3	2
Spam filtering	6	4	5	0
Vendor support	5	6	3	0
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Our primary focus should be **Telecom, High Technology and Government** because they show the highest interest in our product



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*Percentage of firms who rated our product very or extremely interesting*

