

Tips for creating engaging Quad Chart content

1. Header Information.

Header information shall include Agency Name, Project Reference, and the Proposal Title. The date and member name should be included along with the appropriate document markings.

Tips

- Title should be like an elevator pitch
- State obvious practical solution to customer need
- Indicate accurately the subject and scope
- Rarely use abbreviations or acronyms unless they are commonly known
- Use words that create a positive impression and stimulate reader interest
- Does not include redundant phrasing, such as, "A Study of," "An Analysis of" or similar constructions
- Limited to 5 to 15 substantive words,
- "Purpose" using "innovative technology" capability to solve the direct or indirect practical application for "Customer need"
- Example: Rapid Detection of Sarin Gas by Portable nano-sensor in densely populated battlefield and metropolitan areas.

2. Top Left Quadrant, Graphical Depiction.

The top left quadrant is a graphical depiction, photograph, or artist's concept of the proposed solution or prototype. Include labels or brief descriptive text as needed for clarification. Ideally, this will convey the prototype concept, use, capability, and any relevant size or weight relationships based on the published requirement.

Tips

- Reduce Jargon. Consider using [Plain Language](#)
- Technology must show how research will impact the customers end-user (directly or indirectly)

○ Top Right Quadrant, Operational and Performance Capabilities.

The top right quadrant contains the operational and performance capabilities summary. Describe any basic, new, or enhanced capabilities the system will provide to meet the published requirement. In bullet form, list key aspects of performance, capability, operational use, relevant software or hardware specifications, and planned interface and/or compatibility. The offeror is only required to submit past performance information in response to a request for Full Proposal.

4. Bottom Left Quadrant, Technical Approach.

The bottom left quadrant contains the proposed technical approach. Specifically, describe the technology involved, how it will be used to solve the problem, actions done to date, and any related ongoing efforts. Briefly describe the tasks to be performed for each phase. A bullet list is acceptable.

5. Bottom Right Quadrant, Cost and Schedule.

The bottom right quadrant contains the Rough Order of Magnitude (ROM) and Schedule, Products and Deliverables, and Contact Information. ROM and Schedule shall be proposed by phase and include the cost, period of performance (POP), and exit criteria for each phase. A total cost and POP that combines all phases shall also be included. Products and Deliverables shall include, by phase, a list of all prototype hardware and software along with the required data as described in “Product and Deliverable Requirements” in section 2 of this document. Contact Information shall include the submitter’s company name, POC, phone number, and email address. Include any significant teaming partner (contact information) relevant to the evaluation.

Tips

- Deliverable must be tangible.
- Application of research must be practically feasible
- Product/Deliverable is not a “literature review” or “workforce development”