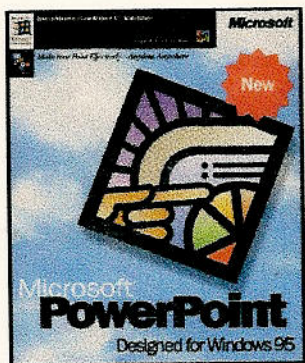
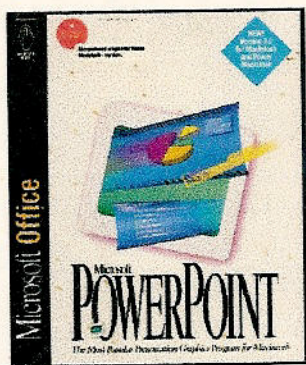
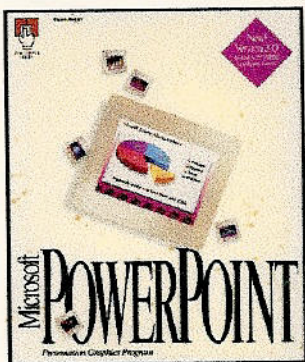
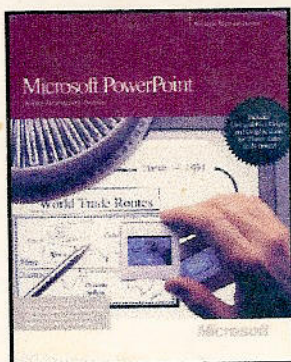
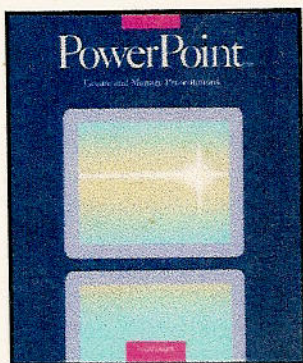


# PowerPoint



The First Ten Years

## PowerPoint Trivia

- In 1985, the PowerPoint team worked in what city?  
a) Mountain View b) Sunnyvale c) Menlo Park d) Cupertino
- At the time of the Microsoft acquisition, who was President of Forethought?  
a) Bob Gaskins b) Glenn Hobin c) Rob Campbell d) Dale Evans
- When was Forethought acquired by Microsoft?  
a) February 1987 b) August 1987 c) December 1986 d) October 1492
- How much did Microsoft pay for PowerPoint?  
a) 14 million b) 20.4 million c) 89.6 million d) 3000 copies of Multiplan
- In its first year of sales, Mac PowerPoint 1.0 achieved this sales number:  
a) \$1000 b) \$10,000 c) \$100,000 d) \$1,000,000
- In the first year of appearing on the PC platform, PowerPoint sales hit:  
a) \$100,000 b) \$1,000,000 c) \$10,000,000 d) \$100,000,000
- Total amount of revenue PowerPoint has delivered to date:  
a) \$1,000,000 b) \$10,000,000 c) \$100,000,000 d) \$1,000,000,000
- There are now over this many copies of PowerPoint in use:  
a) 200,000 b) 2,000,000 c) 20,000,000 d) 200,000,000
- If PowerPoint were a stand-alone PC software company, how would it rank in sales?  
a) 3rd largest b) 6th largest c) 9th largest d) 12th largest
- Venture Capital firms questioned Forethought's product direction and declined to invest based on the following concerns:  
a) The market is already full of products that can do overheads  
b) Belief that computers will remain toys or finance tools  
c) Presentations are boring; Presentation software is even more boring  
d) Software wasn't being targeted for the Apple II
- Apple Computer made its first venture capital investment in Forethought in early 1987, stipulating that funds be dedicated to what product, and not wasted on what other product?  
a) PowerPoint not FileMaker b) FileMaker not PowerPoint  
c) Filemaker not Typing Intrigue d) Typing Intrigue not PowerPoint
- The year PowerPoint achieved leading share position in the PC presentation graphics market:  
a) 1991 b) 1992 c) 1993 d) 1994

*answers on back cover*

13. The "Font Size" button changes font size by what increment?  
a) 12 points b) 10% c) 12% d) current font size divided by 3.1412
14. PowerPoint 3 usability tests revealed that users thought the slide changer was actually a:  
a) gear shift b) volume control c) scroll bar d) light switch
15. PowerPoint 97 is how many times larger than PowerPoint 1.0?  
a) 13 b) 35 c) 69 d)  $4.7 \times 10^6$
16. Bob Gaskins was walking down the streets in London, and noticed a job posting requiring working knowledge of Powerpoint. He:  
a) went in and introduced himself as the proud father of the product  
b) went in to find out what kind of jobs they were  
c) went in and reminded them that the second "P" is capitalized  
d) went in and applied for the job
17. What was the most outstanding feature of the early PowerPoint documentation?  
a) it was written by native english speakers  
b) it was a full-color, hard-bound book  
c) it revealed important business facts about early Spanish history  
d) all of the above
18. The Platform for which PowerPoint 1.0 was initially designed:  
a) Lisa b) Macintosh c) Windows 1.0 d) IBM System 36
19. The time of day stamped on the files of the diskettes for PowerPoint 1, 2, and 3? a) 4:30 am b) 4:30 pm c) 3:40 pm d) 3:40 am
20. PowerPoint 1.0 was written in this development language:  
a) Pascal b) Cobol c) C d) Lisp
21. The type of pastries served in Menlo Park on Monday mornings?  
a) Croissants b) Ninja Stars c) Hockey Pucks w/Jam d) Scones
22. "Countdown Calendars" started with this GBU release:  
a) 2.01 Mac b) 2.0 Win c) Harvard Graphics Translator d) 3.0 Mac
23. Microsoft Draw's code name was derived from what TV show name?  
a) What's My Line b) My Mother the Car c) Mr. Ed d) Emergency!
24. First PowerPoint release to have colored toolbar buttons?  
a) 2.0 b) 3.0 c) 4.0 d) 5.0
25. Last version of PowerPoint not to require a hard disk?  
a) 1.0 Mac b) 2.0 Mac c) 2.01 Mac d) 3.0 Mac

SAMPLE PRODUCT PROPOSAL:  
PRESENTATION GRAPHICS FOR OVERHEAD PROJECTION

- I. Target Market: People who make presentations to others: managers, professionals, knowledgeworkers, salespeople ...
- people likely to justify PCs for multiple purposes
  - this purpose not served by word processors or spreadsheets
- A. In small companies, sales presentations to customers
- B. In large companies, project presentations to peers/superiors
- both cases put a dollar value on effective communication
  - individuals' business success hinges on presentation

II. Market Size

- In 1982: Business presentations was \$3.5 billion industry...
- \$20 million original 35mm slides
  - 380 million overhead transparencies
- Computers could generate 60% (Hope Reports, courtesy DRII  
(Percentage rises over time, as graphics devices get better,  
and percentage of overheads is likely close to 100%))

- Market may be concentrated in some Fortune 500 companies, e.g.:
- Intel for sales presentations
  - Northern Telecom for internal presentations
- can sell directly/refer dealers to local offices of such targets.

III. Product Concept: Personal Presentation Management

- Create slide presentations
  - Create talking papers
  - Create handouts
  - all from one master data file
- 
- Outline aids for structuring/writing/reviewing presentations
  - Slides with border, logo, identification, sequence
  - Slides with high-quality typeset text, multi styles and sizes
  - Slides with diagrams, drawings, sketches, maps, org charts, ...
  - Slides with tables entered as spreadsheets
  - Slides with business chart graphics (from table entry)
- 
- display on PC screen, print on different-quality devices
  - produce printing-industry quality as one option
- 
- communicate high-quality slides via electronic mail, can be used at far end with any output device (video to typeset)
- 
- [for high-volume users:]
  - Files of presentation/talking paper/handout for retrieval
  - Re-use parts of previous presentations
  - Create new sequences of old slides (new date, label, sequence)

The original product proposal for PowerPoint by Bob Gaskins.  
August 14, 1984

Twelve years later, PowerPoint becomes ubiquitous.

- Standard templates for corporate graphic standards
- Standard templates for presentation structure standards
- Convert from/to IBM SNA document formats (DIA/DCA)
- Special facilities such as coordination of two projectors

#### IV. User Benefits

- Improves effectiveness of presentation content
- Improves clarity of complex material
- Reduces time to prepare presentations (dramatically)
- Facilitates *correct* last-minute changes and revisions
- Allows compliance with company presentation standards
- Provides communication of high-quality presentations
- Reduces cost of presentations (dramatically)
- Allows the content-originator to control the presentation*

#### V. Technology Trends

- WYSIWYG required for sensible layout (better than PC graphics)
- Low cost printers (thermal transfer \$500, laser \$3000) => originals
- Thermal transfer and ink-jet make slides (as do copiers)
- Color graphics plus color ink-jet for color

#### VI. Match to Forethought Foundation Technology:

- Content-originator can improve result by controlling presentation (no artists, no services, no clerical intervention, time is of the essence)
- Requires typeset text, paragraphs, lists
- Requires graphics for diagrams and drawings
- Requires business charts from tables (scaling to multiple sizes required)
- Requires simple spreadsheets (calculation in tables)
- Requires file cabinet of presentations and elements
- Would like link to mainframe databases for corporate data
- Would like simple link to 1-2-3
- (Ditto for project planners, word processors ... )

#### VII. Joint Ventures with Large Manufacturers:

- 3M very large player, in hardware (esp. compact models for portable sales presentations) and in media
- Others include Bell & Howell, Charles Besseler, Elmo, Telex, ...

### DILBERT • Scott Adams



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## Trivia Answers

1. a	6. c	11. a	16. c	21. c or d
2. c	7. d	12. c	17. d	22. b
3. b	8. c	13. b	18. c	23. c
4. a	9. b	14. b	19. b	24. 4
5. d	10. a	15. c	20. a	25. c

## GBU Web Site: <http://www.gbuwizards.com>

Although in its infancy, BobGa has reserved a web site with the goal of having a place where GBU folks can "find each other". (Those of you suffering mid-life crisis and needing to find yourself will need to enlist the aid of a friend.) If you forget the URL, do a search for (what else?) "Wizards of Menlo Park". To register yourself on this site, or get more information about the site, send email to "info@gbuwizards.com".