

Sample Business Proposals



Research Assistant Sample Proposal

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Alex Barron
ReefQuest Centre for Shark Research

Dear Alex,

I would like to join your team to assist on one of your Great White expeditions. I am available for any of your four scheduled trips. I have been very interested in returning to South Africa to photograph the breaching and predation behavior in False Bay and have been looking for the best outfit to work with.

I bring much more to the table than being just another photographer. In addition, I can provide you with unique high-end photography equipment and skills such as 360-degree view IPIX (as seen on Discover Channel's web site from my last South Africa trip). Beyond just the support I can offer you during the trip are services I can provide you post-trip, such as creating shark-friendly marketing materials, donation of materials for educational use, and marketing of ReefQuest from my own web sites, which get considerable traffic.

You could find someone with my expertise very useful—being a very experienced cold water diver and photographer specializing in underwater, nature/wildlife (member of NANPA), action/water sports and events. All of which come to play on such a trip. I am very used to spending a week or two on a boat in rough conditions while having to perform to my best ability.

I look forward to being able to assist on one of your expeditions.

Sincerely,

Ian Lauder
President
Cyber Sea, Inc.
425-881-1954 (office)
206-419-8039 (cell)
ian@ianlauder.com
<http://www.ianlauder.com>

Qualifications

Ian Lauder can offer you the following unique skills and equipment to assist in the ReefQuest research project.

- ◆ Two complete SeaCam/Nikon D2X high-end digital underwater housings—redundant equipment minimizes downtime and increases safety.
- ◆ High-speed Nikon D2X digital camera, which can capture eight frames per second for action sequences in high resolution. Image sequences can provide higher quality research material than video and can also show a detailed sequence of events better than a single still frame. I am also experienced in capturing high-speed sequences from a moving platform, which will be useful for capturing breaching and predation behavior.
- ◆ Multiple underwater and surface camera systems that allow for capturing a large volume of images with minimal interruption.
- ◆ One of only a handful of underwater photographers able to shoot full 180-degree view images and complete 360-degree IPIX VR images. I am the only person who has shot a full 360-view underwater of Great White sharks (now featured on Discovery Channels Shark Week web site). Such images offer a unique perspective not seen in typical wide-angle photography.
- ◆ Gyro-stabilized surface camera for sharper top-side action photography. Gyros are typically used to stabilize cameras from moving platforms such as boats and helicopters. I have many years of experience shooting top-side from moving boats, as well as shooting underwater in rough conditions.
- ◆ Positive promotion of Great White shark images following the expedition. Donation of images to ReefQuest for research/educational use. Images are also donated on request to Cyber Sea, Inc. for students and teachers.
- ◆ Positive promotion of Great White sharks through multimedia such as web site photo galleries, screensavers, and slideshows. Also, ReefQuest will be promoted from multiple web sites such as www.cyber-sea.com and www.ianlauder.com. I have a great affinity for sharks and am interested in doing my part to help understand and protect them.

Portfolio

Ian Lauder has been involved in numerous projects for other companies operating as an executive, team leader, and team member over the years. Our portfolio contains many projects similar to the one we will develop with you. For more details, see our web site portfolio page:

<http://www.ianlauder.com>

Two sample photos are show below. More extensive galleries are available on the site listed above.

- ◆ Great White Shark – South Africa



- ◆ Great White Shark – Guadalupe Island, Mexico





S A M P L E

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