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| **Task name** | **Industry average** | **Complete for your company** |
| Plan the proposal | 10% of proposal development time |  |
| Hold Daily Standup Meeting | 15-30 minutes daily |  |
| Conduct Kick-off Meeting | 2-3 hours |  |
| Conceptualize solution | 1/6 of total proposal development time |  |
| Production of first draft | 1/3 of total proposal development time |  |
| Write a page of new text | 2 hours |  |
| Revise a page of existing text | 1 hour or less |  |
| Create a new proposal cover | 8-16 hours |  |
| Create spines, CD covers, tabs | 4 hours |  |
| Create a new resume (2 pages) | 4 hours |  |
| Research and create a new past performance reference | 4-8 hours |  |
| Conceptualize a graphic | 1-3 hours |  |
| Render a simple graphic | 1-4 hours |  |
| Render a complex graphic | 8-16 hours |  |
| Develop final draft | 2/3 of total proposal development time |  |
| Review new text | 40 pages daily |  |
| Review existing text | 80 pages daily |  |
| Perform desktop publishing (DTP) | 30-60 pages daily |  |
| Produce a proposal (including DTP and production) | 10% of proposal development time |  |