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May 28, 2021

Crawford B. Smith
Vice President of Product Development
Zephyr UAV
555 Briarcrest Way
Hondo Verde, CA 70999

Subject: Proposal to Write Owner's Manual for the Zephyr Eagle Eye Camera Drone

Dear Mr. Smith:

Thank you for the request for proposal received by mail in our office on May 15, 2021. Our firm has reviewed this request and put together the following proposal to create, publish, and deliver an owner's manual for Zephyr's newest unmanned aerial vehicle model. This proposal describes the content of the new publication based on your requirements. In addition, we have included a tentative outline, a list of graphics, a project plan, and a breakdown of costs for the project.

Should you have any questions about this proposal, contact me at 111.222.3333, or through my office email at lsmoot@HillTop.com.

Sincerely,

Leslie Smoot, VP of Sales and Marketing
HillTop Technical Publishing

Enclosure

Proposal: Owner Manual for the Zephyr Eagle Eye Camera Drone

This proposal outlines our bid to create an owner manual for your newest product, the Zephyr Eagle Eye Camera Drone. This response meets the requirements of the request mailed to our firm and received on May 15, 2021. Your new owner's manual will inform Zephyr customers of all pertinent facts to achieve optimal flight and videography experiences. In addition, its content will increase customer satisfaction and decrease the need for customer service support.

This offer includes an explanation of need for the new owner's manual. It also contains a description of the content in outline format, a list of graphics and illustrations, and a catalog of reference materials for use in constructing the document. A tentative schedule, details of our writing team's qualifications, and a breakdown of costs complete the proposal.

Purpose and Audience

The owner's manual provides Zephyr's customers with the information to safely assemble, operate, and maintain their new camera drone.

This manual fulfills your stated need for an insert to include in the product packaging before shipping the product to retailers and customers. The content targets the purchasers of your new product: hobbyists and professionals in fields such as surveying, archaeology, and scientific exploration, all of whom have an avid interest in unmanned aerial vehicles (UAVs), photography, and videography.

Description of the Manual

We take care to emphasize the translation of technical concepts into easily understandable explanations for all levels of user experience. This new owner manual will provide an introduction to FAA rules and provide information on how to obtain registration and pilot certification. Pilots will be instructed on proper flight etiquette and receive instruction on operating the drone and using the controller. General and advanced photography and videography techniques are included.

The owner manual will be approximately 30 pages in length and printed on double-sided, lightweight paper. The front and back cover will be constructed of heavyweight, environmentally friendly cardboard with a spiral binding. It shall be of a size convenient for placement in a pocket or backpack and will consist of six distinct parts as follows:

1. Introduction, to include important safety information, product registration, and warranty specifications
2. Federal Aviation Administration (FAA) rules and regulations that govern the use of the product
3. Product assembly
4. Operation of the drone and its camera
5. Maintenance
6. Troubleshooting section that serves as the customer's first stop in issue resolution.

Graphics. The graphics in the manual will consist of a combination of illustration types. The cover page will contain a photographic illustration of the drone in flight. An exploded-view drawing (EVD) will show the fully unassembled components of the model, along with the name of the individual parts and where they attach to the main body. A selection of smaller assembly drawings will supplement this main drawing to

describe how to assemble the parts of the product in a logical order. Additional technical drawings will illustrate the controller and camera components.

Owner's manual outline. The following outlines the content of the owner's manual.

Note: Numbers in brackets indicate findings derived from research as cited in the References section of this proposal.

- I. Introduction
 - A. Overview
 - B. Safety Information
 - C. Product Warranty
 - D. Product Registration
- II. Federal Rules and Regulations [1]
 - A. Federal Aviation Administration (FAA) Drone Registration
 - B. Recreational Flyers and Educational Users
 - 1. 14 CFR Part 107
 - 2. Exception for Limited Operation of Unmanned Aircraft (USC 44809)
 - C. Certified Remote Pilots or Commercial Operators [2]
 - 1. 14 CFR Part 107
 - 2. Part 107 Waiver Application Process
 - 3. Certification Process
 - 4. Renewal Process
 - D. Public Safety or Government Users
- III. Product Assembly [3]
 - A. Parts and Tools
 - B. Constructing the Drone
 - 1. Install Propellers
 - 2. Attach Landing Gear
 - 3. Install Batteries
 - 4. Attach the Camera
- IV. Product Operation [4]
 - A. Controller Setup
 - 1. Software Installation
 - 2. WI-FI Connection
 - 3. Mobile Device Interface
 - 4. Pairing Mobile Device with the Controller
 - B. Methods of Operation
 - 1. Manual
 - 2. Automatic
 - C. Controller Modes
 - 1. Hover
 - 2. Left and Right Turns
 - 3. Horizontal Motion
 - 4. Vertical Motion

- D. Takeoffs and Landings
- E. Camera Operation
- V. Product Maintenance
 - F. Drone Cleaning Tips
 - G. Camera Cleaning Tips
 - H. Batteries
 - 1. Battery Charging Station
 - 2. Battery Replacement
 - 3. Battery Storage
- VI. Troubleshooting

Bibliography. The following lists sources of information for reference within the new publication:

1. Altschuld, Jon & Tal, Daniel. *Drone Technology in Architecture, Engineering and Construction*. New Jersey: John Wiley & Sons, 2021.
2. Federal Aviation Administration. “Unmanned Aircraft Systems (UAS)” April 16, 2021 [accessed May 27, 2021] <https://www.faa.gov/uas/>
3. Kennedy, Fergus. *Drone Photography & Video Masterclass*. United Kingdom: Ammonite Press, 2017.
4. Aitken, Paul. *Living the Drone Life: An Insider’s Guide to Flying Drones for Fun and Profit*. Lioncrest Publishing, 2016.

Project Plan

The following describes the major activities for this documentation project, along with estimated completion dates.

Note: All dates are contingent upon written proposal acceptance by June 11, 2021.

Activity	Duration (Business Days)	Completion
Research and interviews	7	June 22
Write First Draft	10	July 6
Create and Insert Graphics	10	July 7
Edit and revise	7	July 16
Customer Review	10	July 30
Write second draft/correct graphics	7	August 10
Second edit and revisions	5	August 17
Submit for customer approval	10	August 31
Printing and binding	7	September 7
Shipping and delivery	5	September 14

Qualifications

The following is a summary of our firm's qualifications:

- HillTop Technical Publishing has been a producer of product inserts for 20 years.
- Our firm employs a seasoned team of writers, editors, graphic artists, and photographers who are ready to partner with you to create the best content solution to fit your needs. We carefully screen each of our employees to ensure they have the appropriate professional credentials and experience in their fields.
- Our partnership with Zephyr to author and publish product inserts stretches over the past 7 years. As a result, we have thorough prior knowledge of your products and business practices.
- Five members of our staff have hands-on experience in operating previous models of your UAVs.

Cost

The total cost of researching, authoring, editing, printing, binding, and shipping are summarized below:

Research, authoring, and editing	\$ 6,000.00
Graphic design and photography	3,500.00
Printing and binding (5,000 copies @2.25 per manual)	11, 250.00
Shipping (USPS)	5,000.00
Subtotal	<u>25,750.00</u>
Less Preferred Customer Discount (10%)	- 5,150.00
Total Cost	<u>\$ 20,420.00</u>

Conclusion

HillTop Technical Publishing extends this proposal based on the requirements stated in your RFP. Contact our office to make inquiries regarding the content of this proposal.

We are excited to have the opportunity to engage with your team to create a quality guide that will prove invaluable to your customers' enjoyment as they learn about and use their new purchases.

References

- [1] Federal Aviation Administration. "Unmanned Aircraft Systems (UAS)" April 16, 2021 [accessed May 27, 2021] <https://www.faa.gov/uas/>
- [2] Federal Aviation Administration. "Certificated Remote Pilots including Commercial Operators" April 16, 2021 [accessed May 27, 2021] https://www.faa.gov/uas/commercial_operators/
- [3] Dronefly. "Anatomy of A Drone - What's inside a DJI Phantom Drone" 2021 [accessed May 23, 2021] <https://www.dronefly.com/the-anatomy-of-a-drone>
- [4] Quadrone Instruction Manual. Quadrone I-Sight Quadcopter. N.d. <https://www.search-manual.com/quadrone-i-sight-quadcopter-192120-manual>