

**NASA Langley Mars Science Laboratory (MSL)  
Proposal Development and Science Evaluation**

**School of Aerospace Engineering  
Georgia Institute of Technology**

**GTRC Proposal # 02.500.519.04.95862  
(Project No. E-16-V69)  
Final Report: July 15, 2004**

Dr. Robert D. Braun provided proposal development and space systems engineering expertise to the NASA LaRC team in development of a science approach that met the AO requirements. Specific technical and programmatic expertise was provided in the areas of: science rationale, science implementation, competitive processes, proposal format, win strategies and themes, and management approach.

Dr. Braun provided proposal review, strategy development, and theme development. He participated in team meetings and development of proposal content to meet the objectives of the Announcement of Opportunity. In conjunction and coordination with the REACH Proposal Development Team, Dr. Braun developed a complete understanding of the proposal requirements and LaRC's unique capabilities to satisfy those requirements. Dr. Braun worked with the proposal team to develop a win strategy and themes as well as identify and help implement tactical actions that supported the selected strategy and themes to increase LaRC's competitive position. Dr. Braun also assisted the REACH Proposal Manager in reviewing, editing and improving all proposal drafts.

This support was provided through telecoms, red-lined drafts of the LaRC proposal, and a six day on-site assignment at NASA Langley in the final days of proposal development. This assignment required 100 hours of Dr. Braun's time. All work pertaining to this task was completed by July 15, 2004.