



# How to Write a Proposal with Perplexity's Artificial Intelligence

Transform your proposal writing process with the power of artificial intelligence and create compelling, winning proposals in record time.

► Dr. Hanieh Jormand

# The Proposal Challenge Today



## The Current Reality

- Writing proposals is time-consuming: often takes days or weeks
- High pressure to be persuasive, accurate, and tailored to clients
- Common pain point: staring at a blank page and slow drafting
- Many professionals spend **40% of their time** on proposal preparation, reducing billable hours and profitability.

# Enter Perplexity AI: Your Proposal Writing Assistant

## Propose your Proposal Templates

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## Automated Writing Suggestions

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## Intelligent Content Generation

Uses advanced AI to understand context and generate relevant, professional content tailored to your specific needs.

## Lightning-Fast Drafting

Speeds up drafting by producing tailored text in minutes rather than hours of manual writing.

## Creative Block Breaker

Helps overcome writer's block and eliminates repetitive tasks, allowing you to focus on strategy and refinement.

# Step 1: Define Your Proposal Purpose Clearly

01

## Articulate Your Goal

Start by describing your proposal's objective to Perplexity AI with specific details about scope, audience, and desired outcomes.

02

## Craft Strategic Prompts

Example prompt: "Create a project proposal for a new marketing campaign targeting millennials for a sustainable fashion brand with £50k budget"

03

## Ensure Precision

Clear, detailed input leads to precise, relevant AI-generated drafts that require minimal editing.



**Pro Tip:** The more specific your initial prompt, the more targeted and useful your AI-generated content will be.

# Step 2: Generate a Fast First Draft

## Core Proposal Sections

Use Perplexity AI to produce initial drafts for essential sections:

### Executive Summary

Compelling overview highlighting key benefits and value proposition

### Company Overview

**Professional background showcasing expertise and credibility**

### Project Objectives

Clear, measurable goals aligned with client expectations



**Saves hours** compared to manual writing whilst beating blank page anxiety completely.

# Step 3: Summarise and Refine Complex Information



## Intelligent Condensation

AI can condense lengthy documents, meeting notes, or executive biographies into concise, client-focused summaries that maintain impact.



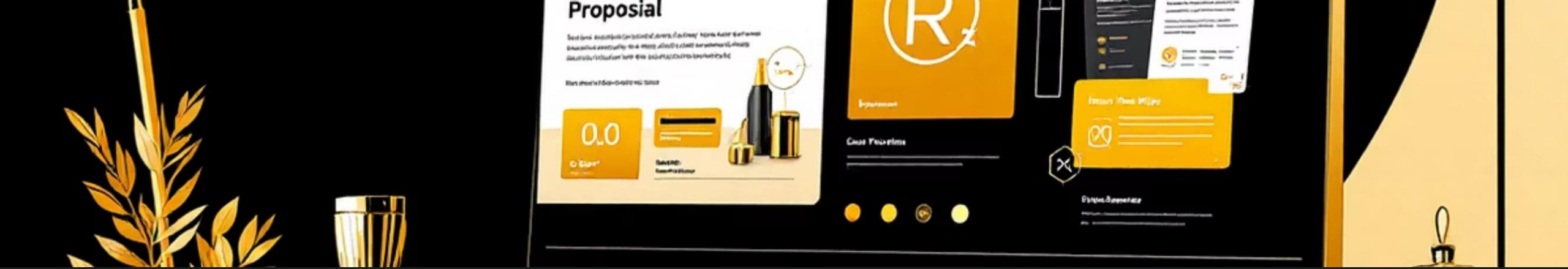
## Strategic Highlighting

Example: Summarise an executive bio highlighting relevant achievements that directly relate to the client's industry and needs.



## Clarity Assurance

Ensures clarity and maximum impact whilst respecting word limits and maintaining professional tone throughout.



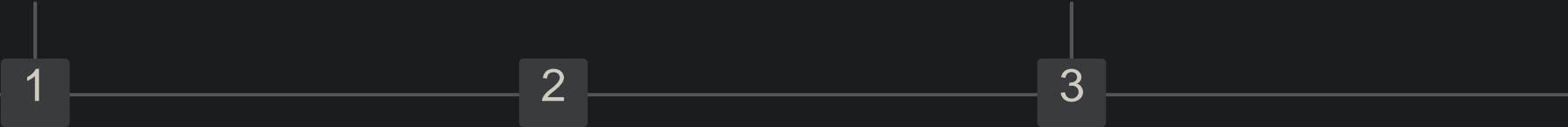
# Step 4: Tailor and Personalise Your Proposal

## Generate USPs

Use AI suggestions to brainstorm **unique selling points** and competitive advantages specific to your client's challenges.

## Human Enhancement

AI complements human creativity and industry expertise—it enhances rather than replaces your professional insight.



## Brand Integration

Edit AI drafts to add your distinctive brand voice and specific client details that demonstrate understanding.

# Real-World Impact: Faster, Stronger Proposals

75%

## Time Reduction

Users report completing proposals in a fraction of the usual time

40%

## Higher Win Rates

Increased success by focusing on quality and client relevance

25

## Extra Hours

More billable hours regained by reducing proposal preparation time

Companies using AI-assisted proposal writing report significantly improved efficiency and measurably better results.



# Best Practices When Using Perplexity AI



## Review & Customise

Always review and customise AI-generated content carefully to ensure accuracy and alignment with your expertise.



## Template Integration

Combine AI with strong, professional templates for consistent formatting and brand presentation.



## Iterative Approach

Use AI iteratively: draft → edit → refine → finalise for optimal results and professional quality.



# Unlock Proposal Success

## Transform Your Process

Faster, smarter, more effective proposal creation

## Empower Your Team

Win more contracts with significantly less effort

## Start Today

Experience the future of proposal writing

Begin your journey to **proposal excellence** with Perplexity AI and revolutionise how you win business.

# هوش مصنوعی Perplexity چیست؟



# هوش مصنوعی Perplexity چیست؟

▶ پرپلکسیتی یک موتور جستجوی هوشمند و پاسخ‌دهی مبتنی بر هوش مصنوعی است که با استفاده از مدل‌های زبانی پیشرفته، اطلاعات را از منابع معتبر وب جمع‌آوری و تحلیل می‌کند. برخلاف موتورهای جستجوی سنتی که صرفاً لینک‌ها را نمایش می‌دهند، Perplexity AI پاسخ‌هایی دقیق، خلاصه و همراه با استناد به منابع معتبر ارائه می‌دهد. این ویژگی‌ها باعث شده است که آموزش هوش مصنوعی Perplexity به یک ضرورت برای دانشجویان، پژوهشگران، نویسندگان و حتی کسب‌وکارها تبدیل شود.

# نقاط قوت

- ▶ یکی از نقاط قوت اصلی استفاده از هوش مصنوعی [Perplexity.ai](#)، قابلیت جستجوی بی درنگ و ارائه اطلاعات به روز است.
- ▶ این پلتفرم با بهره‌گیری از معماری‌های پیشرفته مانند [Sonar-7X](#) و مدل‌های [R1 Reasoning](#)، دقت و سرعت پاسخ‌دهی را به شکل چشمگیری افزایش داده است. همچنین، ارائه منابع و استنادات در کنار هر پاسخ، اعتماد کاربران را به این ابزار دوچندان کرده است.

# شروع کار با Perplexity AI

▶ **نسخه وب:** از طریق هر مرورگری به سایت [perplexity.ai](https://perplexity.ai) وارد شوید و بلافاصله جستجو را آغاز کنید.

▶ **اپلیکیشن موبایل:** اپلیکیشن اختصاصی Perplexity AI برای اندروید و iOS در دسترس است و

تجربه‌ای روان و سریع را در موبایل فراهم می‌کند.

# شروع کار با Perplexity AI

The screenshot displays the Perplexity AI Pro web interface. On the left, a vertical navigation menu includes icons for Home, Discover, Spaces, and a logo at the bottom. The main content area features the 'perplexity pro' logo at the top center. Below the logo is a large search bar with the placeholder text 'Ask anything...'. The search bar includes a 'Search' button, a 'Research' button, and several utility icons. Below the search bar, there are three widgets: a weather widget for Yerevan showing 27°C and 'Mostly cloudy', a news widget titled 'Harvard sues Trump administration over...', and another news widget titled 'South Africa moves to ease Starlink entry we...'. At the bottom of the page, a footer contains links for Pro, Enterprise, API, Blog, Privacy, Careers, Store, Finance, and English, along with a small circular icon in the bottom right corner.

# نحوه طرح سوال

- ▶ برای دریافت بهترین نتایج، سوالات خود را به صورت کامل و واضح بنویسید. به جای استفاده از کلمات کلیدی پراکنده، سوال را به زبان طبیعی و با جزئیات مطرح کنید.
- ▶ مثلاً به جای «تحلیل بازار»، بنویسید: «تحلیل بازار فناوری هوش مصنوعی در ایران در سال ۲۰۲۵ چگونه است؟» این روش به هوش مصنوعی پرپلکسیتی کمک می‌کند تا دقیق‌تر منظور شما را درک کند و پاسخ مرتبط‌تری ارائه دهد

# بارگذاری و تحلیل فایل

► یکی از ویژگی‌های جذاب استفاده از هوش مصنوعی [Perplexity.ai](#)، امکان بارگذاری فایل (مانند PDF و Word) است. پس از آپلود فایل، می‌توانید سوالات خود را درباره محتوای آن مطرح کنید، خلاصه‌ای از متن دریافت یا نکات کلیدی را استخراج کنید. این قابلیت برای دانشجویان، پژوهشگران و نویسندگان بسیار کاربردی است.

# نکات و ترفندهای مهم در استفاده از Perplexity

- ▶ از Perplexity دقیق سوال پرسید
- ▶ مکالمه را ادامه دهید (از سوالات پیگیری استفاده کنید)
- ▶ نتایج و منابع را بررسی کنید
- ▶ شخصی سازی و حالت های FOCUS
- ▶ برای تحقیقات عمیق، کمی صبور باشید Deep Research / Pro Search

# مقایسه ChatGPT با Perplexity AI

- ▶ تمرکز بر جستجو: Perplexity به طور خاص برای جستجوی هوشمند و ارائه پاسخ‌های مستند طراحی شده است، در حالی که ChatGPT بیشتر بر مکالمه و تولید محتوای خلاقانه تمرکز دارد.
- ▶ ارائه منابع: پرپلکسیتی تقریباً همیشه منابع اطلاعاتی را به صورت شفاف ارائه می‌دهد، اما ChatGPT معمولاً منابع را به صورت محدودتر نمایش می‌دهد.
- ▶ دسترسی به اطلاعات به روز: Perplexity با جستجوی بی درنگ در وب، اطلاعات به روز و دقیق‌تری ارائه می‌دهد، در حالی که ChatGPT در نسخه رایگان به داده‌های آموزش خود محدود است.
- ▶ پشتیبانی از زبان فارسی: هر دو ابزار از زبان فارسی پشتیبانی می‌کنند، اما پرپلکسیتی در ارائه پاسخ‌های دقیق‌تر و مستند به فارسی عملکرد بهتری دارد.

# مقایسه Perplexity AI با هوش مصنوعی گوگل (جمینی)

- ▶ قابلیت‌های چندوجهی: Google Gemini در پردازش چندوجهی (متن، تصویر، صوت) قوی‌تر است، اما Perplexity AI در جستجوی متنی و تحلیل اسناد تخصصی‌تر عمل می‌کند.
- ▶ ارائه منابع: Perplexity در ارائه منابع و استنادات شفاف‌تر و دقیق‌تر است.
- ▶ تحلیل اسناد: هر دو ابزار امکان بارگذاری و تحلیل اسناد را دارند، اما پرپلکسیتی با قابلیت Deep Research و Spaces تجربه کاربری بهتری ارائه می‌دهد.
- ▶ پیشنهادات کلیدی: Perplexity AI در تولید محتوا و پیشنهاد کلمات کلیدی عملکرد قوی‌تری دارد.

# ابزار Perplexity

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perplexity

Where Knowledge Begins

Conclusion  
Table: Five-Year Graft and Patient Survival Rates in Renal Transplantation

### Five-Year Survival Analysis of Renal Transplantation

#### Overview of Five-Year Survival in Renal Transplantation

Renal transplantation is the preferred treatment for end-stage renal disease (ESRD), offering improved survival and quality of life compared to dialysis. Five-year survival analysis is critical for understanding long-term outcomes and identifying factors that influence graft and patient survival. This analysis synthesizes data from multiple studies to provide a comprehensive overview of five-year survival rates, prognostic factors, and strategies to optimize outcomes.

#### Patient and Graft Survival Rates

##### Graft Survival

Graft survival rates at five years post-transplantation vary depending on donor type, recipient characteristics, and immunosuppressive regimens. Studies report graft survival rates ranging from 77.1% to 93.7% at five years. For example, a study from Romania found a 77.1% graft survival rate in patients with de novo anti-HLA antibodies, compared to 90.8% in those without such antibodies ([Retrospective Study from a Single Center in Romania of 347](#)

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### Patient Survival

Patient survival rates at five years are generally higher than graft survival rates. A study from Colombia reported a five-year patient survival rate of 94.4%, while another study from a single center in South India reported a rate of 86.4% (García-Padilla et al., 2023) (team, 2022). Patient survival is influenced by factors such as recipient age, comorbidities, and the presence of infections.

### Factors Influencing Five-Year Survival

#### Donor and Recipient Characteristics

Donor age and type significantly impact graft survival. A study found that older donor age and deceased donor type were associated with a higher risk of allograft rejection ("Retrospective Study from a Single Center in Romania of 347 Renal Transplant Patients Treated with Tacrolimus, Mycophenolate, and Steroids to Evaluate the Association Between Anti-HLA Antibodies and 5-Year Graft Survival", 2022) (Maruntelu et al., 2022). Living donor transplants generally have better outcomes, with a five-year graft survival rate of 89% compared to 79.7% for deceased donor transplants ("426.3: The Impact of Obesity and Associated Comorbidities on the Outcomes After Renal Transplantation With Living Donor vs. Deceased Donor Grafts", 2022).

Recipient age is another critical factor. Elderly recipients ( $\geq 65$  years) have lower patient survival rates due to higher comorbidities and cardiovascular events. However, graft survival rates in elderly recipients are comparable to those in younger recipients (Skrabaka et al., 2022) (Paulo et al., 2024) (Yilmaz et al., 2022).

#### Immunosuppressive Regimens

The choice of immunosuppressive therapy plays a crucial role in graft survival. Tacrolimus-based regimens have been

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While significant progress has been made in improving outcomes, continued research is needed to address remaining challenges and optimize care for renal transplant recipients.

Table: Five-Year Graft and Patient Survival Rates in Renal Transplantation

Study Population	Five-Year Graft Survival Rate	Five-Year Patient Survival Rate	Citation
Romanian Single-Center Study	77.1%	90.8%	("Retrospective Study from a Single Center in Romania of 347 Renal Transplant Patients Treated with Tacrolimus, Mycophenolate, and Steroids to Evaluate the Association Between Anti-HLA Antibodies and 5-Year Graft Survival", 2022) (Maruntelu et al., 2022)
Colombian Cohort Study	93.3%	94.4%	(García-Padilla et al., 2023)
ADVANCE Study	88.1%	94.4%	(Varin, 2023)
South Indian Single-Center	92.6%	86.4%	(team, 2022)
Elderly Recipients Study	84.6%	79.2%	(Paulo et al., 2024) (Yilmaz et al., 2022)

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- Papers (20 / 283)
- Journal Article • 10.12659/aot.937267
1. Retrospective Study from a Single Center in Romania of 347 Renal Transplant Patients Treated with Tacrolimus, Mycophenolate, and Steroids to Evaluate the Association Between Anti-HLA...
- 28 Jul 2022 - Annals of Transplantation
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- Journal Article • 10.1177/20543581231199011
2. A Comparative Study on Graft and Overall Survival Rates Between Diabetic and Nondiabetic Kidney Transplant Patients Through Survival Analysis
- Paola García-Padilla, V. Dávila-Rúales, Diana C. Hurtado +3 more
- 1 Jan 2023 - Canadian journal of kidney health and disease
- Request PDF Podcast Chat
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**Insights**

The 5-year allograft survival rate in the study was 77.1% for patients with de novo anti-HLA antibodies and 90.8% for those without, indicating a significant association between anti-HLA antibodies and graft failure (P=0.004).

Save to Notebook

At five years, overall survival was 75.0% for patients with end-stage kidney disease due to diabetes (ESKD-DM) compared to 90.8% for those with nondiabetic etiology (ESKD-non-DM), with no significant difference in death-censored graft survival (96.7% vs 93.3%).

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← ;DR

- + Conclude
- + Summary
- + Results
- + Summary
- + Methods
- + Literature
- + Limitations
- + Contributions
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Papers (20 / 283)

Journal Article • 10.7759/cureus.20913

**20. Graft and Patient Survival in Kidney Transplant Recipients Over the Age of Sixty-Five**

Gülay Can Yılmaz, E Ozdemir, Murat Yıldar +3 more

1 Jan 2022 - Cureus

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Insights

The five-year patient survival rate for kidney transplant recipients over 65 years of age was 76%. Graft survival rates at five years were 92%, indicating that kidney transplantation is a viable treatment option for elderly patients with chronic kidney disease.



Showing 20/283 papers

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Related Questions:

- What are the key factors influencing five-year survival rates in renal transplantation?
- How do patient survival rates compare to graft survival rates at five years post-transplantation?

+ Add Next Step

The screenshot shows a web browser window with the URL `www.perplexity.ai/search/ltf-qsmt-discussion-QVoTlj45TM66Wo5.VyaVmng`. The page displays a search result for a discussion section. The main heading is "Now paraphrase this part of the Discussion for me". Below this, there is an attachment labeled "dis.docx". The AI-generated response states: "Okay, here's a paraphrased version of the provided text from the Discussion section: **Paraphrased Version:** This research examined whether a mobile app-based Positive Activity Intervention (PPI) could improve the mental well-being of university students in Hamadan, Iran. The PPI involved a series of fourteen lessons delivered through a mobile app, focusing on positive emotions, thoughts, behaviors, and fulfillment of psychological needs. The data revealed that, three months after the intervention, the group using the app showed significant gains in flourishing, positive feelings, hope for the future, and satisfaction of their needs compared to the control group. Notably, this group also experienced a greater reduction in fear related to COVID-19 after three months. While". At the bottom, there is a search bar with the text "Ask anything..." and various utility icons.

The screenshot shows a web browser window with the URL `www.perplexity.ai/search/ltf-qsmt-discussion-QVoTlj45TM66Wo5.VyaVmg`. The page displays an "Answer" section titled "IMPROVE" with a sub-header "Answer". The main text provides an improved version of a discussion section, detailing a study on a mobile application-based Positive Activity Intervention (PPI) for university students in Hamadan, Iran. The study found significant improvements in flourishing, positive affect, hope, and needs satisfaction for the experimental group compared to the control group. It also noted a significant decrease in fear of COVID-19 for the intervention group, though depressive symptoms were not statistically significantly reduced. A mediation analysis revealed that positive cognition fully mediated the relationship between flourishing and depressive symptoms.

Okay, here is an improved version of the Discussion section with enhanced clarity, flow, and depth:

### Discussion

This study examined the effectiveness of a mobile application-based Positive Activity Intervention (PPI) in enhancing the mental health of university students in Hamadan, Iran. The intervention consisted of fourteen educational courses delivered via a mobile app, focusing on positive emotions, thoughts, behaviors, and psychological need satisfaction. The results showed that, three months post-intervention, the experimental group demonstrated significant improvements in flourishing, positive affect, hope, and needs satisfaction compared to the control group. Notably, the intervention group also experienced a more significant decrease in fear of COVID-19 three months after the educational component. While depressive symptoms decreased in the intervention group, this reduction was not statistically significant. A mediation analysis revealed that positive cognition fully mediated the relationship between flourishing and depressive symptoms.

Ask anything...

 Answer

## References

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Ask anything...



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Answer Sources - 1

با توجه به چکیده و مقدمه مقاله، مجلات زیر ممکن است برای ارسال مناسب باشند. این انتخاب بر اساس تمرکز مجله بر سلامت روان دانشجویان، مداخلات روانشناسی مثبت، و استفاده از فناوری (به‌ویژه اپلیکیشن‌های موبایل) در بهبود بهزیستی انجام شده است:

1. **Journal of Positive Psychology**: این مجله به طور خاص به موضوعات روانشناسی مثبت می‌پردازد و مقالات مرتبط با مداخلات روانشناختی مثبت و تأثیر آن‌ها بر بهزیستی را منتشر می‌کند. مطالعه شما که یک PPI مبتنی بر اپلیکیشن موبایل است، می‌تواند در این مجله مورد توجه قرار گیرد.
2. **Journal of American College Health**: با توجه به اینکه مطالعه شما بر روی دانشجویان انجام شده و به سلامت روان آن‌ها می‌پردازد، این مجله می‌تواند گزینه مناسبی باشد. این مجله به طور خاص به مسائل مربوط به سلامت دانشجویان در محیط‌های دانشگاهی می‌پردازد.
3. **JMIR Mental Health**: این مجله بر استفاده از فناوری‌های دیجیتال در حوزه سلامت روان تمرکز دارد. از آنجایی که مطالعه شما از یک اپلیکیشن موبایل برای ارائه مداخله استفاده کرده است، می‌تواند با اهداف این مجله همخوانی داشته باشد.
4. **Frontiers in Psychology (Health Psychology section or Positive Psychology section)**: این مجله یک مجله با دسترسی آزاد است که مقالات متنوعی در زمینه‌های مختلف روانشناسی، از جمله سلامت و روانشناسی مثبت، منتشر می‌کند.
5. **International Journal of Environmental Research and Public Health (IJERPH)**: این مجله با دسترسی آزاد، مقالات مرتبط با بهداشت عمومی و عوامل محیطی مؤثر بر سلامت را منتشر می‌کند. اگر بتوانید جنبه‌های بهداشت عمومی مداخله خود را برجسته کنید، ممکن است برای این مجله مناسب باشد.
6. **Technology, Mind, and Behavior**: این مجله مقالات مربوط به تأثیر فناوری بر ذهن و رفتار انسان را منتشر می‌دهد و با

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