RESEARCH PROPOSAL WRITER'S QUICK GUIDE ("Clear Plan")

THE UNIVERSITY OF AUCKLAND
Te Whare Wānanga o Tāmaki Makaurau
NEW ZEALAND

THE UNIVERSITY OF WESTERN AUSTRALIA
SEEK WISDOM

C	**CLEAR**	• Articulate your case in clear, straightforward prose – aim for your non-specialist reader to fully comprehend your proposal in just one reading. • Ensure your proposal sections combine to drive home your key points. • Strictly limit each section of the proposal to its intended purpose - don't let other topics seep in. • Be specific.
L	**LINKED**	• Link with partners and collaborators to build a team with the breadth and depth of capability to deliver the research and give confidence to the funder. Demonstrate in your proposal that you are aware of other research occurring in the field - explain how your research will complement, build on or transform the field. • Link to the funder's assessment criteria directly - give the funder what they want! Before you start writing underline key words or phrases in the criteria you might want to use.
E	**EVOCATIVE**	• Tell an evocative story (very important!) - the opening project summary section in particular must grab and retain the reader's interest. • Answer the key questions of: what is the significant social, environmental and/or economic need or challenge that your research will address? What will you specifically do to address the challenge? How is it novel? Why are you the best or only researcher/research team/collaborative group who can undertake the research? What outputs will you deliver? How will you measure success? How will the research translate into significant, real benefits to society? How will you measure the benefits? • Quote statistics or provide relevant figures to reinforce scale and impact wherever possible.
A	**ACTIVE**	• Build the confidence of your audience by consistently using the active voice. For example, say, "The Project Manager will submit annual reports." as opposed to "The report will be produced and submitted on an annual basis." • Allow your personality and enthusiasm for the project to subtly infuse the prose.
R	**READER-FRIENDLY**	• Use headings and subheadings to orient the reader to the flow of information in long or complex sections. • Eliminate all jargon. • Avoid using more than two acronyms, and spell those out the first time they are used.

P	**PLANNED**	• Develop upfront (before putting pen to paper) a proposal development plan. Consider, as relevant, time and resource requirements for:
		  – Industry partner/collaborator engagement – Industry and/or community consultation – Market analyses and patent searches
		  – Coordinating meetings – Writing – Budget (realistic, fully costed, justified)
		  – Collating – Peer reviewing – Editing
		  – Faculty approval processing – Central Research Office processing – Submitting

L	**LEAN**	• Utilise the 'Lean Canvas' (See Page 2) (before putting pen to paper) to quickly frame up your case. Verify Verify Verify - with objective others.
A	**AUDIENCE-AWARE**	• Think about how you will write for your audience – generally your audience will <u>not</u> specialise in your field • Consider the key 'hooks' that will convince your audience of your case – your proposal must persuade (as opposed to inform like a journal article)
N	**NETWORKED**	• Whenever possible, meet with your Research Development Advisor during the planning phase to grow your understanding of the funder's interests and talk to them about your planned proposal. • Discuss your idea early in the planning phase with potential industry partners and/or collaborators. Negotiate roles and responsibilities upfront. • Discuss your idea early in the planning phase with trusted colleagues

'LEAN CANVAS: FOR PUBLIC GOOD RESEARCH PROPOSAL DEVELOPMENT'

The 'Lean Canvas: For Public Good Research Proposal Development' is a tool designed to help researchers to succeed at winning research grants. It can assist you to design and plan your 'persuasive case' to the funder before you write the actual proposal. It provides a dashboard that you can share, revise and verify with your team, potential industry partners, collaborators and peers. It focusses your mind and those of your team on the key points that need to be 'driven home' across sections to produce a compelling and evocative case for funding.

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COMPLETE in the order suggested then VERIFY VERIFY VERIFY with objective others before commencing to write your proposal.

CHALLENGE(S) & CONTEXT	RESEARCH RESPONSE	UNIQUE VALUE PROPOSITION	COMPETITIVE ADVANTAGES	USER & BENEFICIARY SEGMENTS
Describe in seven bullet points or less the challenge(s) to be addressed by the research and the surrounding context.	Explain how the research will address the challenge(s) in three bullet points or less	A single, clear, compelling message that states why you/your team is/are different and are worth paying attention to	Items that can't be readily acquired or bought by others	Describe in seven bullet points or less the groups in society that will benefit from the research once translated and/or applied. Be as specific as possible.

CHALLENGE(S) & CONTEXT
Describe in seven bullet points or less the challenge(s) to be addressed by the research and the surrounding context.

1

RESEARCH RESPONSE
Explain how the research will address the challenge(s) in three bullet points or less

3

RESEARCH OUTPUTS
E.g. Publications, creative works, conference presentations. Citations.

8

UNIQUE VALUE PROPOSITION
A single, clear, compelling message that states why you/your team is/are different and are worth paying attention to

4

TRANSLATION PATHWAYS
Describe in three bullet points or less how the research will be applied and/or translated into benefits to community.

9

COMPETITIVE ADVANTAGES
Items that can't be readily acquired or bought by others

5

RESEARCH IMPACT
E.g. Improved employment rate; increased engagement in education by XYZ demographic; YYY system or policy reform; knowledge exchange with industry. Be specific (% change), wherever possible.

10

USER & BENEFICIARY SEGMENTS
Describe in seven bullet points or less the groups in society that will benefit from the research once translated and/or applied. Be as specific as possible.

2

RESEARCH GOALS
Describe in seven bullet point or less key goals of the research and how success will be measured

6

BENEFITS
Describe in seven bullet points or less the benefits of the research to society once translated and/or applied

7

RESEARCH EXPENSES
E.g. Project management $$, special equipment hire $$, salaries $$, institutional overheads $$, consultation costs $$, laboratory fees $$

11

FUNDING STREAMS
E.g. Internal international research collaboration fund (to support travel to engage with potential collaborators) $$; Worldwide Universities Network pump promising funding $$; Specific domestic funders $$; Specific international funders $$

12

RESEARCH

USERS & BENEFICARIES (Socially, Environmentally, Economic)

'LEAN CANVAS: FOR PUBLIC GOOD RESEARCH PROPOSAL DEVELOPMENT' TEMPLATE

The 'Lean Canvas: For Public Good Research Proposal Development' is a tool designed to help researchers to succeed at winning research grants. It can assist you to design and plan your 'persuasive case' to the funder before you write the actual proposal. It provides a dashboard that you can share, revise and verify with potential industry partners, collaborators and peers. It focusses your mind and those of your team on the key points that need to be 'driven home' across sections to produce a compelling and evocative case for funding.

COMPLETE in the order suggested then VERIFY VERIFY VERIFY with objective others before commencing to write your proposal.

CHALLENGE(S) TO BE ADDRESSED AND CONTEXT (1)	RESEARCH RESPONSE (3)	UNIQUE VALUE PROPOSITION (4)	COMPETITIVE ADVANTAGES (5)	USER & BENEFICIARY SEGMENTS (2)
•	•	•	•	•
	RESEARCH OUTPUTS (8)	TRANSLATION PATHWAYS (9)	RESEARCH IMPACT (10)	
	•	•	•	

RESEARCH GOALS (6)	BENEFITS (7)
•	•

RESEARCH EXPENSES (11)	FUNDING STREAMS (12)
•	•

RESEARCH — USERS & BENEFICARIES (Socially, Environmentally, Economic)