

- **Start the proposal with a clear Research Objective**

- Discuss the detailed background later

- **Be excited**

- It will show up in your writing!

- **Do your literature search and give credit to everyone who deserves credit!**

- Expect the reviewers in your field and cite them, if their work is relevant

- **Your Research Plan should be clear enough – enough?**

- A post-doc should be able to do most of it by reading it

- **BIs (everyone now has a picture showing high school students in their lab!)**

- Your BI should stand out in the crowd.
- Have objectives for educational activities
- Be creative (tie the activities to your research)
- Make sure the educational value of your outreach activities is clearly communicated

- **Don't forget assessments!**

Slides from Parisa Shokouhi, ESM



- **The contribution to ‘fundamental science’ is not clear in IM section**
  - **Signs:** develop, sensitivity/parametric study, technology development

- **The idea is good, but half-baked**
  - **Signs:** vague language, lack of specificity  
no prelim results



- **The research plan is not integrative**
  - **Signs:** the tasks do not come together to address a common challenge/achieve a common objective

- **The proposal is too flashy**
    - **Signs:** excessive use of buzz words, bold faced sentences and highlights
- Slides from Parisa Shokouhi, ESM