

Proposal Writing & Research Funding:



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Session Objectives

Small-group activity to outline a hypothetical research proposal

Attendees will work through key components of proposal development, including defining objectives, outlining methodologies, and crafting compelling narratives. The exercise emphasizes practical techniques for aligning proposals with funding agency priorities and evaluation criteria. Participants will also receive feedback on their drafts, fostering a deeper understanding of effective proposal writing

Agenda

Part I: Outlines for proposal writing

Part II: Small-group activity to outline a hypothetical research proposal



ChatMED



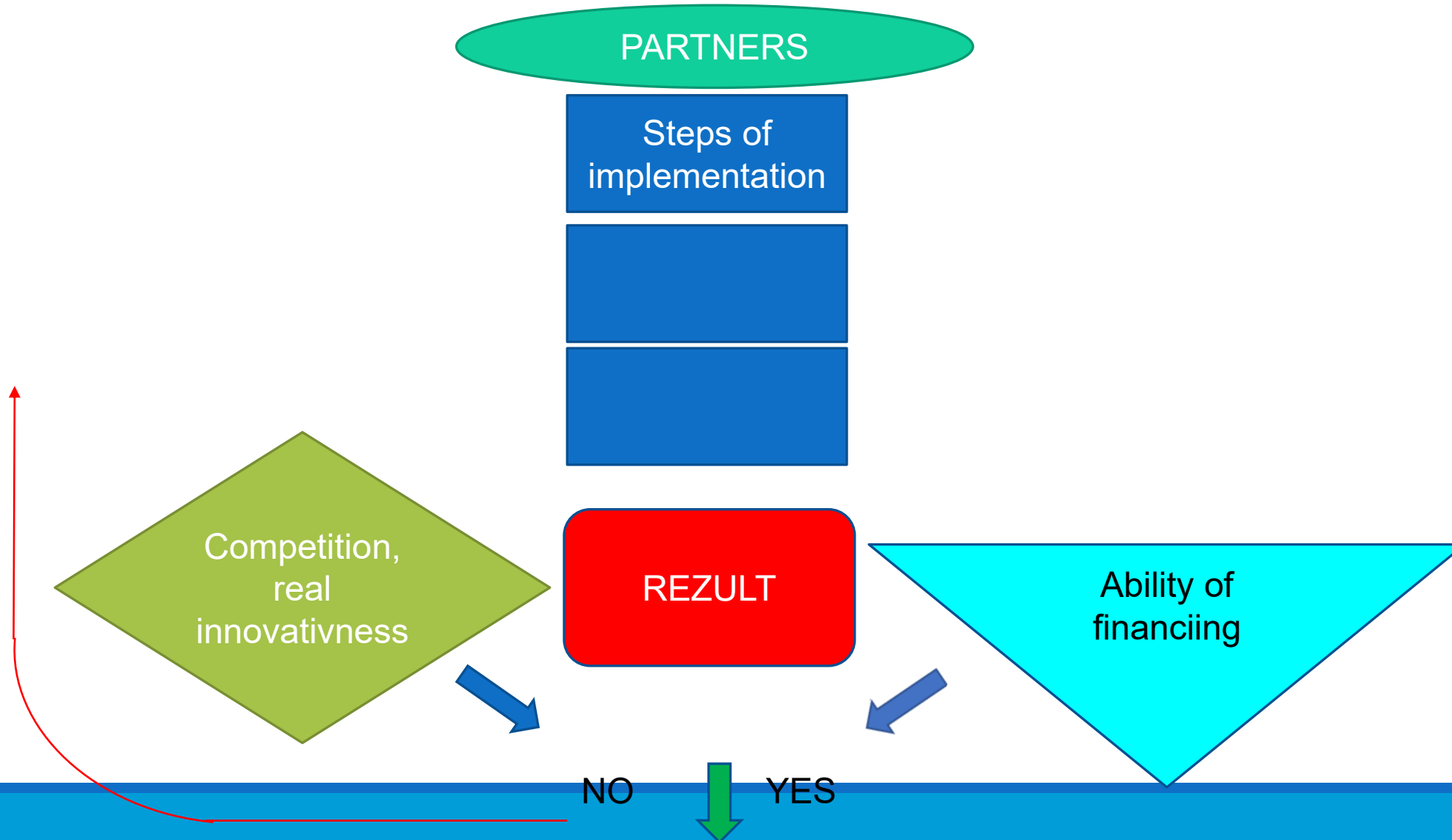
Funded by
the European Union

Part I: Outlines for proposal writing

Core of the project proposal is a good project idea...



Then follows project conceptualisation



Proposal content

- Review of competing solutions, patent databases, and online sources.
- Identification of the **technological leap** compared to existing solutions and definition of **unique competitive advantages that are difficult to replicate**.
- Review of competencies — both **internal consortium capabilities** and **potential strategic partnerships**.
- Definition of **objectives**: technological, economic, and societal benefits.
- Definition of **roles** (partners and/or internal teams) in project implementation.
- Definition of **work packages and implementation tasks**.
- Definition of **methods for verifying achievement of objectives**.
- Definition of **project management structure, data management, and dissemination activities**.
- Definition of **commercialisation strategy** — customers, market distribution channels, and market partnerships (especially for projects **above TRL 6**).

*In proposal writing we usually focus primarily on providing the **most effective description of the project's technological excellence or development advantages.***

However, we often lack the knowledge required to properly describe:

Market impact and commercial aspects of the project

Protection of intellectual property

Project management structures

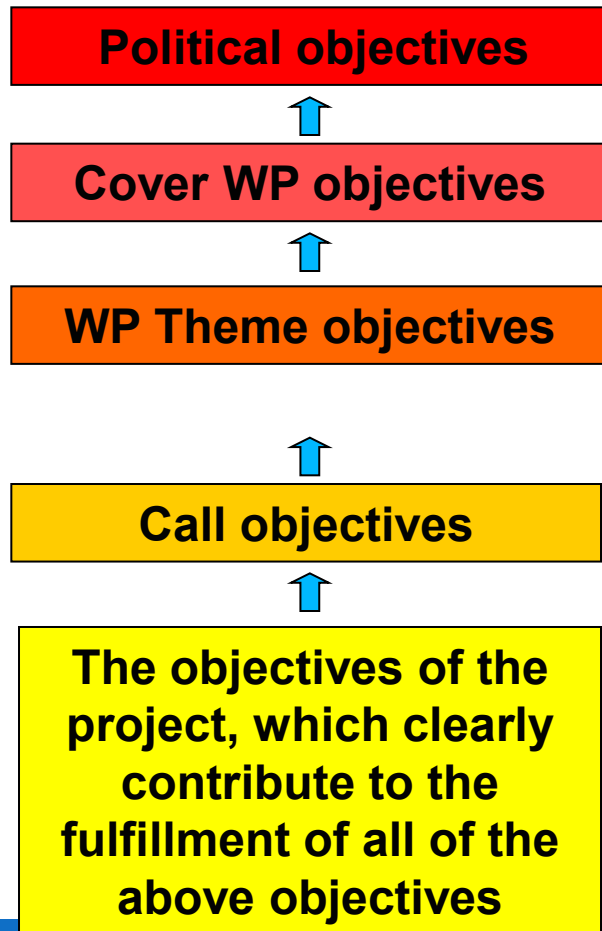
Other non-technical elements

*In practice, **these sections are often where the highest number of evaluation points can be gained compared to other applicants.***

Key Questions

- Who needs our solution?
- How many users of the solution exist and where are they located?
- Who are our competitive solutions and what solutions do they offer?
- What is the expected positioning of the developed solution compared to competitive solutions?
- What is the **unique advantage** (e.g., patent, proprietary know-how, etc.)?
- What is the **estimated market or user potential**, expressed in EUR (or other quantified benefits)?
- What investments are required?
- What are the possible risks?

Fulfillment of the objectives of the relevant Work program

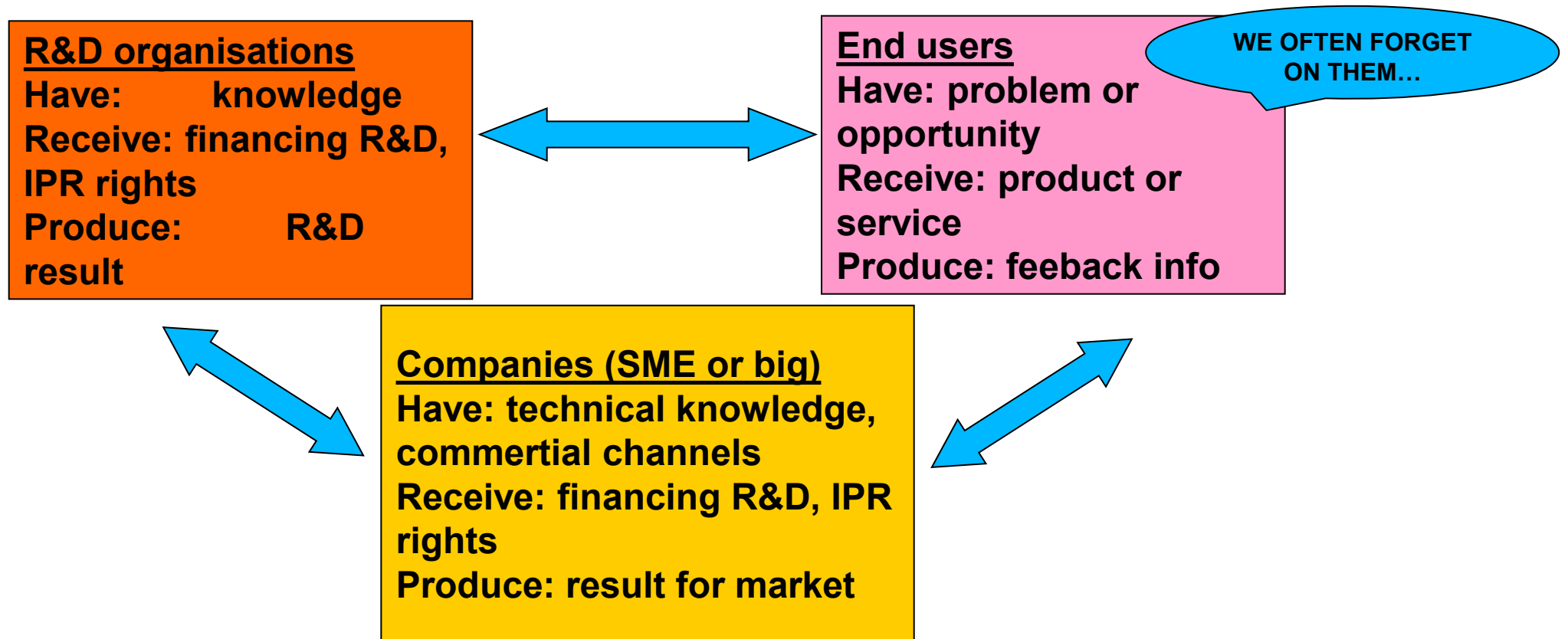


- Work Programme for relevant call is connected upwards to the political objectives and strategic documents

- Similarly is important that the proposal is closely aligned with the objectives of the WP, each theme and each call

Very carefully read evaluation criteria!!

Determining the relationships between key stakeholders (in case of applicative R&D project)



From project proposals must be clearly evident relationship between the key stakeholders, especially to end users - how to solve the problem with R & D results and take advantage of the opportunity for the end users

Important facts that should not be forgotten when preparing project proposals - I

All national or EU funding programmes are only tools for realisation of political aims. Understanding and addressing these aims can help in preparation of quality proposal

In most cases is necessary to provide some kind of “practical applicability” of project results – that means that quality preparation of exploitability of results and “business plan” (also after the project completion) is very important

Relations among the project partners and relations between all stakeholders have to carefully described. It must be clear how project result will solve the problems or offer new opportunities for the final beneficiaries of the project results

From the project proposal must be very clear that the project will return invested funds that society has put into it

Important facts that should not be forgotten when preparing project proposals - II

In almost all proposals intellectual property rights have to be adequately addressed, also some legal questions have to be addressed. Described must be relations between project partners after the completion of the project regarding IPR

Special attention has to be addressed to the project management, internal evaluations and gender equality

Special challenge is acquiring relevant partners from the industry and handling relations with them (in the project proposal preparation phase and in the implementation phase)

Possible support from the intermediate organisation



Optimising form and structure of the project proposal

Important is that:

1.) We use quantifications and write sources of data

“....EU27 total population reached 502 mio¹ in 2011 with 87,1 mio population (more than 17%)...”

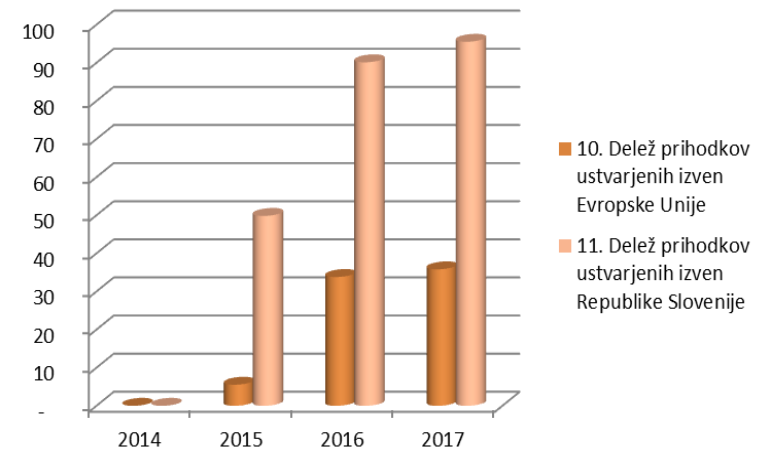
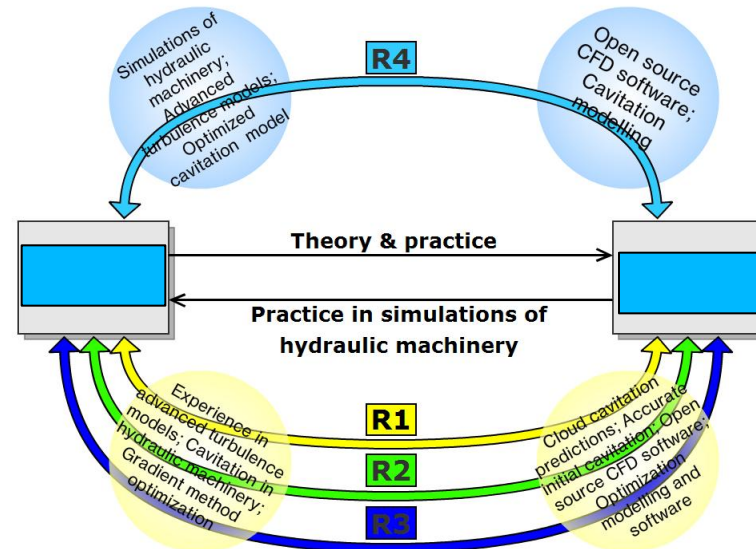
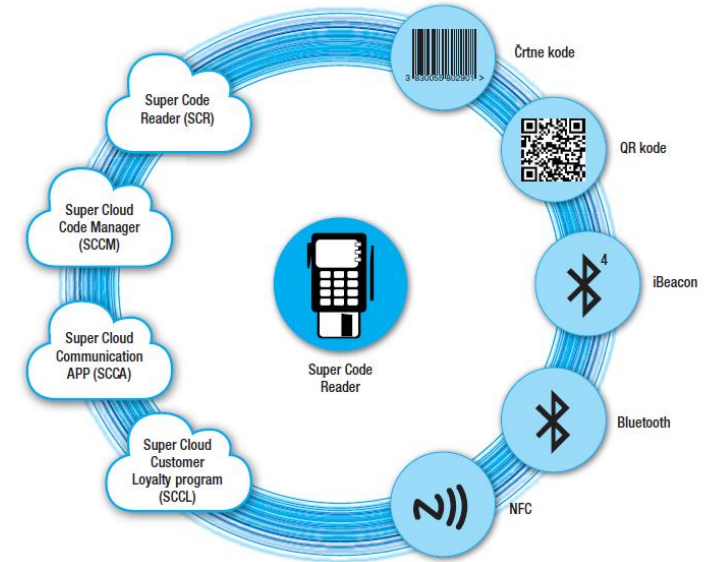
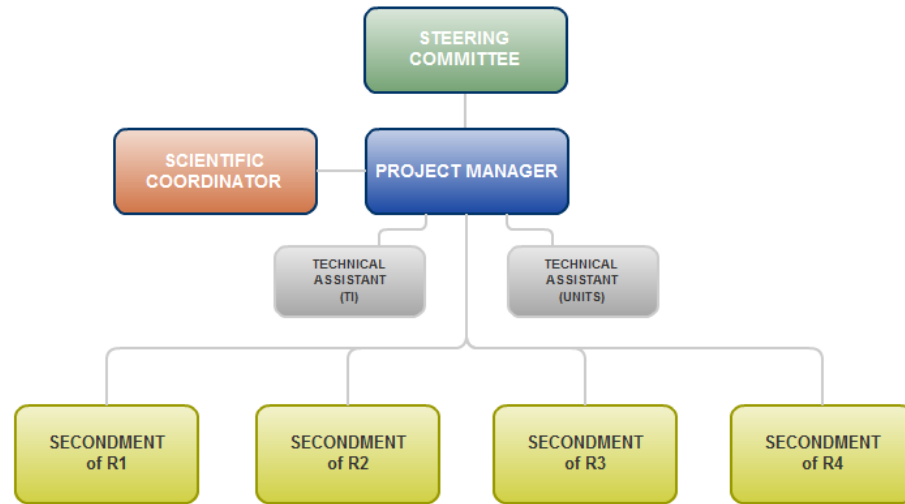
2.) Write facts and names

“...mostly represented by Schimmelfennig, Sedelmeier, Wallace, Sjursen, Fierke and Wiener...”

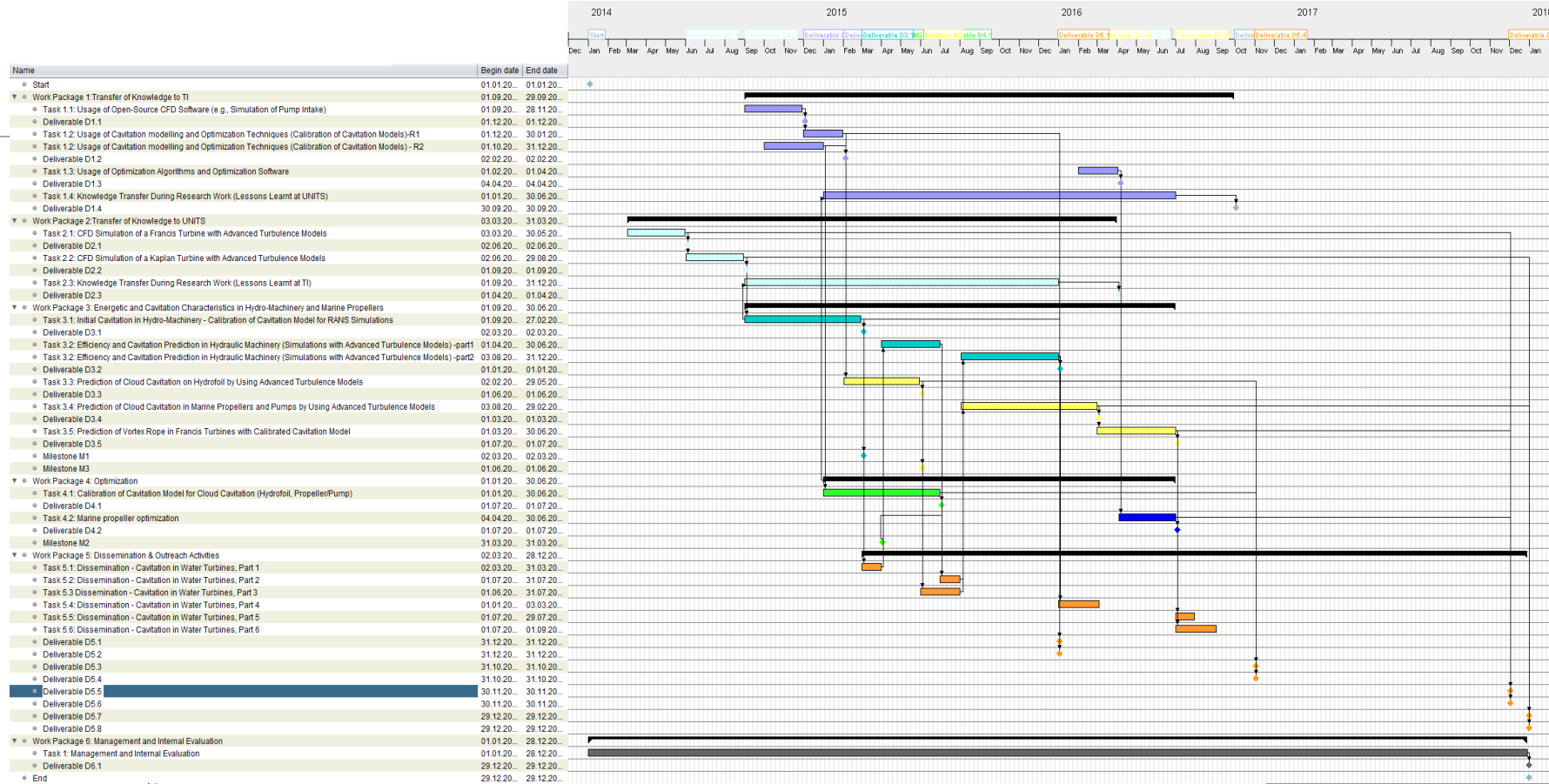
3.) Use spreadsheets

MESSAGES RESULTS / TARGET AUDIENCES	EU ***	National ***	Public at large	University public
Key project findings	X	X	X	X
***	X	X	X	X
***	X	X		
Full version project results	X		X	X

Schemes and graphical design



Risk management and implementation plan



Ocena izhodiščnega tveganja				Ocena preventivnih oz. korektivnih ukrepov in preostanka tveganja		
Št.	Tveganje	Verjetnost		Ocena	Preventivni oz. korektivni ukrep	Ocena
		Resnost				
1	Finančna sredstva ne bodo zadostovala za realizacijo projekta	Majhna			Natančno finančno planiranje. Obstoj finančne rezerve za nepredvidene dogodke	
		Resno				
2	Resne težave s tehnično realizacijo zadanih ciljev projekta.	Zmerna			Možnost vključevanja zunanjih strokovnjakov. Priprava »rezervnih scenarijev« kjer je to mogoče	
		Resno				

Additional Important Elements

Other important elements include the following:

- **Sufficient time for preparation**, including thorough study of programme documentation and **regular (monthly) monitoring of calls and call forecasts**.
- **Building enough contacts and actively gathering information** relevant to the call and programme.
- **Obtaining support in areas where the consortium is weaker** (e.g., management, business modelling, dissemination, etc.).
- **Networking, networking, networking.**

Part II: Small-group activity to outline a hypothetical research proposal

Exercise — Instructions

Imaginative project: „Development of solution for hospitals reduce waiting times in emergency departments with AI tool“

TASK: Write answers in just few bullets – in just 5 minutes (if you are with someone in room, do it together)

1. Problem / Need: What real problem are you solving? Who experiences it?
2. Proposed Solution: What technology or method will you develop?
3. Key Innovation: What is new and unique compared to existing solutions?
4. Expected Impact: What benefits will result? Examples: environmental impact, economic impact, societal benefit
5. Main Work Packages (3 only): WP1 – Research, WP2 – Prototype development, WP3 – Demonstration / validation

This is a rapid design exercise — don't overthink

Answer (based on what you have written)



- 3 proposals were sent to the evaluators (one of them yours) – they will select only 1 for funding. Justify why it will be exactly yours?
- What is the one key thing in your proposal that will persuade the evaluators?
- What are some other „soft“ factors that you have included to lift chances of success of your proposal?

DEBATE ON THESE TOPICS

Q&A?
