EFFECTIVE PROPOSAL WRITING

How to build-up a fundamental skill for your career as a researcher

SESSION 3

Rep-eat

PART 2. GO PRACTICAL

1. UNDERSTANDING HOW ARE THE APPLICATION FORMS ARTICULATED

2. CONCEPT NOTE, PROPOSAL CANVAS AND ONE PAGE PROPOSAL

3. THE FINANCIABILITY MATRIX AND HOW TO RE-PROTECT YOUR PROPOSALS

4. STORYTELLING IS A MATTER OF ART, PROPOSAL WRITING IS A MATTER OF TECHNIQUE

CONCEPT NOTE, PROPOSAL CANVAS AND ONE PAGE PROPOSAL

The evolutionary steps from project idea to proposal writing

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"

MAKE SURE YOU HAVE FINISHED SPEAKING BEFORE YOUR AUDIENCE HAS FINISHED LISTENING .

DOROTHY SARNOFF
MUSICIAN

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SHORT AND SWEET IS THE TRICK

PROPOSAL CANVAS

A table to support proposal identification. Connect the key dimension to be expanded in the OPP

CONCEPT NOTE

A communication tool to start contacting potential partners. As for the OPP, it is the output of project identification

ONE PAGE PROPOSAL

It's a pre-proposal communication tool toward EC services (official template in H2020)

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THE FINANCEABILITY MATRIX AND HOW TO RE-PROTECT YOUR PROPOSALS

Never throw away invested time and brain+ relationship efforts

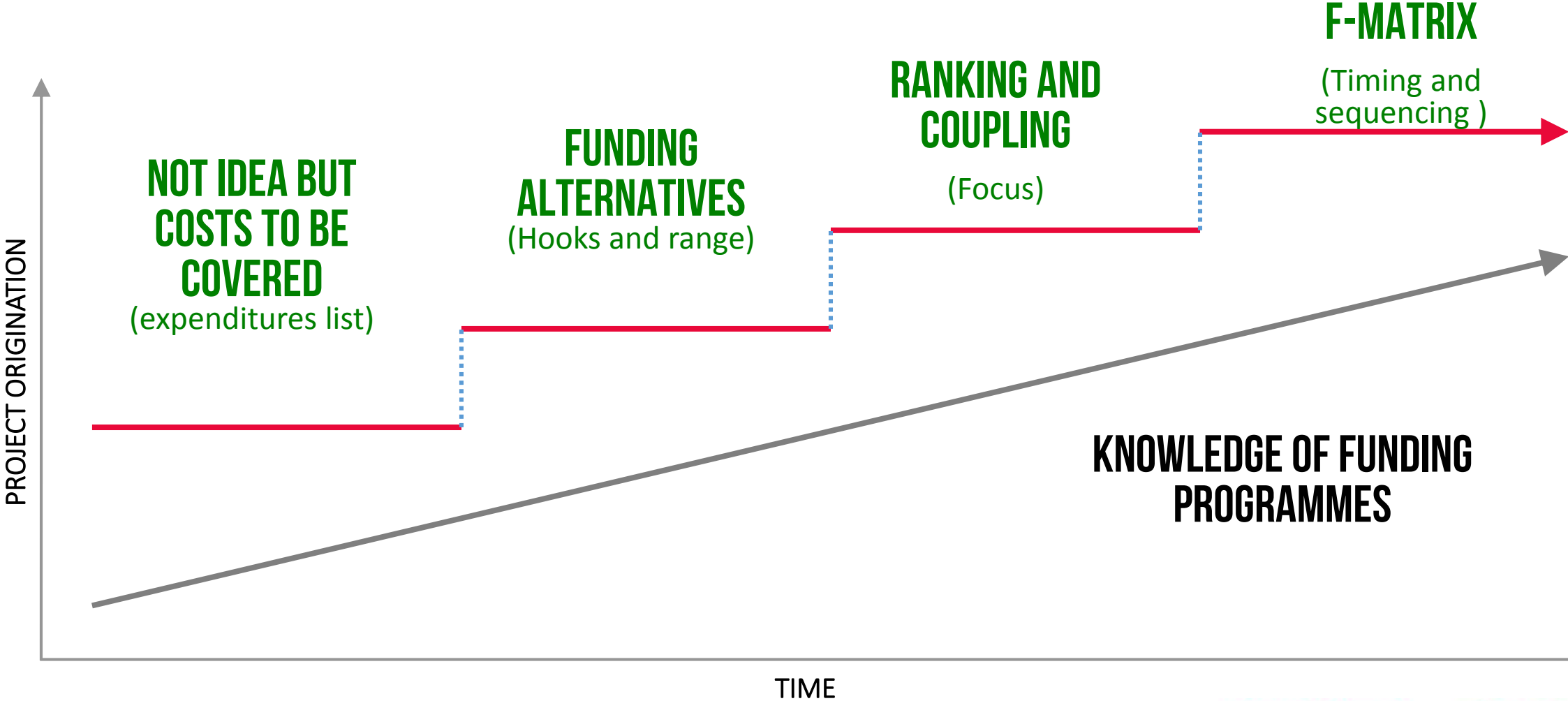**1. IDENTIFY YOUR FINANCIAL NEEDS**

2. LIST FINANCEABILITY ASPECTS

3. GENERATE FUNDING ALTERNATIVES

4. RANK FUNDING PROGRAMMES

5. COUPLE SELECTED FUNDING PROGRAMMES

6. CREATE THE F-MATRIX

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1. IDENTIFY YOUR FINANCIAL NEEDS

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EVALUATE AND RANK FUNDING PROGRAMMES

FUNDING POWER

- Budget per partner
- Eligible costs
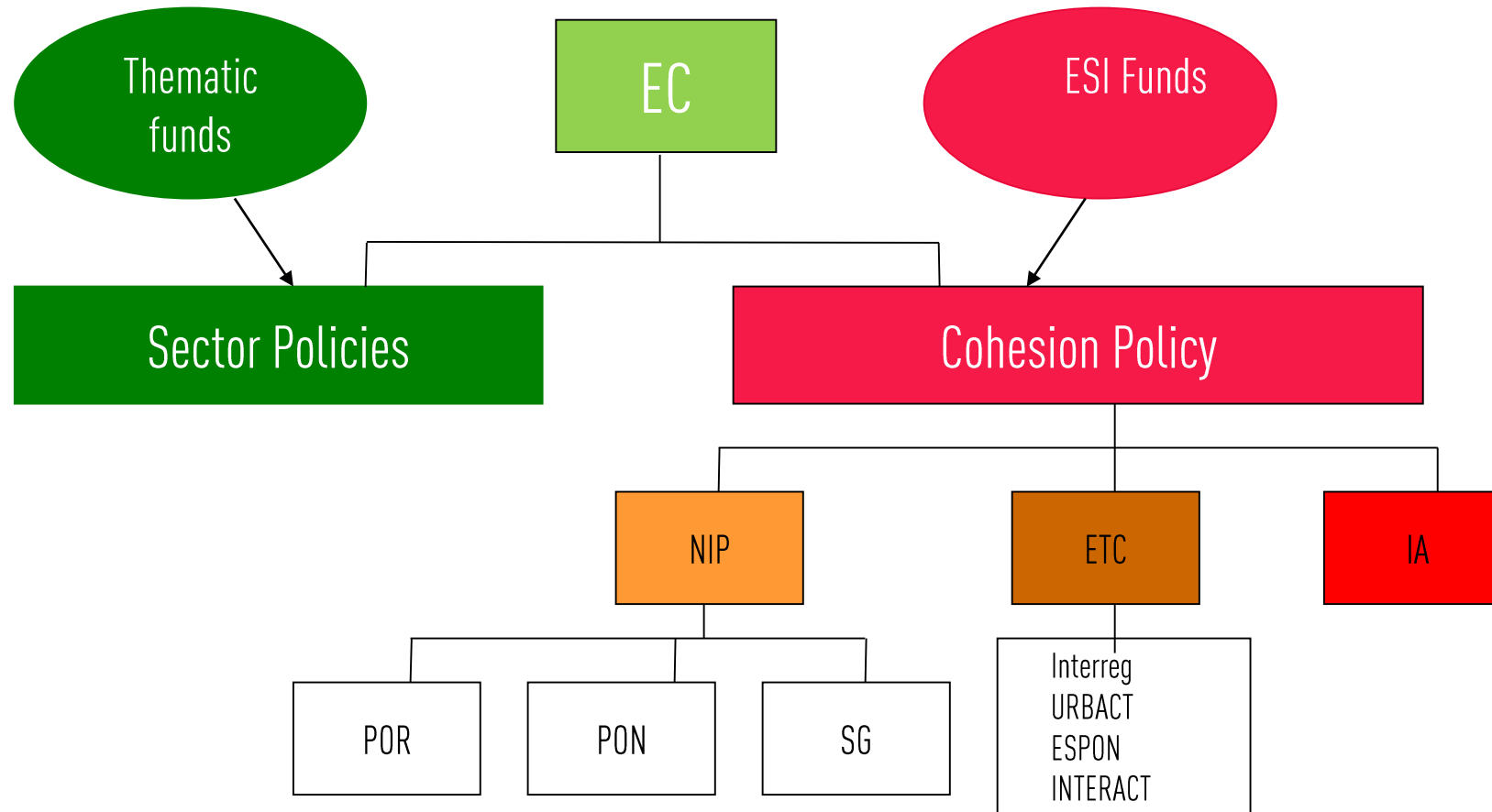- Cost coverage and co-financing
- Pre-financing

FUNDING MANAGEABILITY

- Deadlines
- Partners
- Programme's scope/project's scope
- One-stage/two-stages
- Reporting

ReP-eaT

#	FUNDING CONVENIENCE	FUNDING MANAGEABILITY	TOTAL SCORE
1	...	...	...
2	...	...	...
3	...	...	...
4	...	...	...
5	...	...	...
6	...	...	...
7	...	...	...
8	...	...	...
9	...	...	...
10	...	...	...

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STORYTELLING IS A MATTER OF ART, PROPOSAL WRITING IS A MATTER OF TECHNIQUE

7 rules to never forget

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For **CHANGES** to be of any true value they've got to be **LASTING** and **CONSISTENT**

TONY ROBBINS, LIFE COACH, AUTHOR & ACTOR

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" **DON'T DESIGN FOR DESIGNERS DESIGN FOR PEOPLE**

Thierry Brunfaut, Designer

A successful proposal isn't a monologue. It is a dialogue

CREATIVITY IS INVENTING, EXPERIMENTING, GROWING, TAKING RISKS, BREAKING RULES, MAKING MISTAKES AND **HAVING FUN**

Mary Lou Cook, Peace Activist

Remember of NLP. Inconscious beats conscious 99 /1

‘‘ **OTHERS HAVE SEEN WHAT IS AND ASKED WHY I HAVE SEEN WHAT COULD BE AND I ASKED WHY NOT**

Pablo Picasso (1881 – 1973)

You need an HOOK and an ORIGINAL POINT OF VIEW

> ‘ **LOOK AT SITUATIONS FROM ALL ANGLES AND YOU WILL BECOME MORE OPEN**
>
> Dalai Lama

PS= PB

Problem Solving = Power Breaking

" **DREAM MORE THAN OTHERS TO THINK PRACTICAL**

Howard Schultz, Businessman & CEO of Starbucks

Tip 5.

Back up it with facts

" LOGIC WILL GET YOU
FROM A TO B
IMAGINATION
WILL TAKE YOU
EVERYWHERE

Albert Einstein (1879 – 1955)

Tip 6.

Short and sweet makes the trick

"AN ESSENTIAL ASPECT OF CREATIVITY IS NOT BEING AFRAID TO FAIL

Edwin Land, Scientist & Inventor (1909 – 1991)

Do comparative advertising. Don't be afraid of (fair) competition

PART 3. CLOSURE OF DAY 1

1. KEY TAKEAWAYS

2. LABS FOR TOMORROW

IF YOU HAVE
NO CRITICS
YOU'LL LIKELY HAVE
NO SUCCESS

MALCOM X (1925 — 1965)

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