

Writing a research application

Or

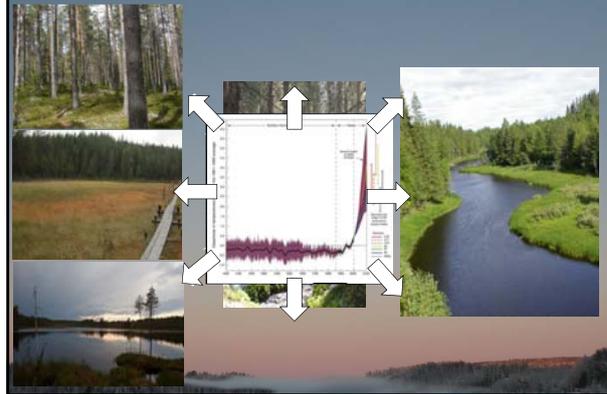
Some selected failures, and what I should have learned

Krycklan Catchment Study

- A research platform for understanding water, soils, forests, carbon, biogeochemistry and ecology



A landscape perspective on aquatic processes



Build your own Trademark

Hjalmar's success and failures

Granted

Not granted

~100 mSEK >1000 mSEK

~10%

Some selected failures

2000	-Post-doc	2007	-Formas
2002	-Formas		-VR
2003	-Formas FoAss.		-Mistra Idea-support
	-VR FoAss.		-ERC Starting grant
2004	-Formas FoAss.		-KVA (Young Wallenberg Fellow)
	-Formas (Climate) FoAss.	2008	-Formas strong research
	-VR FoAss.		-VR
	-VR higher research position		-KVA (Young Wallenberg Fellow)
2005	-Formas FoAss.		-Formas
	-VR FoAss.	2009	-VR
	-KVA (Young Wallenberg Fellow)		-Formas strong research
2006	-Formas FoAss.	2010	-Formas
	-EURYI (ERC starting grant)		-Formas strong research
	-KVA (Young Wallenberg Fellow)	
	-Mistra Idea-support	2014	-Formas
	-VR FoAss		-VR

Lottery

The question is:
how to increase
the odds?



A good story is like a pike
– a sharp beginning, a meaty middle and a flashy end!



Astrid Lindgren

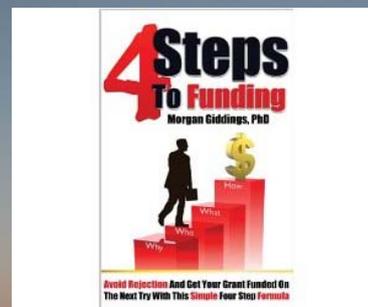
-Things NOT to do!

- Not stating a clear problem to solve
- Leaving out the big picture
- Try to impress with overly technical descriptions that bore/confuse the reader
- Be overly confident in yourself, or in your project
- Show no reasonable plan for the use of the money

-Things to do!

- Always write with your readers (reviewers) in mind – it is them you have to convince.
- Sell your proposal as you would be a business person (One minute rule).
- Follow the guidelines for the call
- Consider using the four steps WHY, WHO, WHAT and HOW when you design your proposal.

4 Steps to Funding



4 Steps to Funding

- **Why:** Convince the readers *Why* they should care about your proposal.
- **Who:** Describe *Who* is behind the proposal, and emphasize your qualifications to pull it off.
- **What:** Explain **What** question you will investigate.
- **How:** Show clearly *How* the work will be done, with a balance between detail and generality. The *How* must be linked back to the other steps.

Balance of Why, Who, What and How

Title page
Why
Who
What
How

Balance of Why, Who, What and How

Title page	Background
Why	Why
Who	Who
What	What
How	How

Balance of Why, Who, What and How

Title page	Background	Approach
Why	Why	Why
Who	Who	Who
What	What	What
How	How	How

Balance of Why, Who, What and How

Title page	Background	Approach	Summary
Why	Why	Why	<i>Why</i>
Who	Who	Who	<i>Who</i>
What	What	What	<i>What</i>
How	How	How	<i>How</i>

The forgotten *Why!*

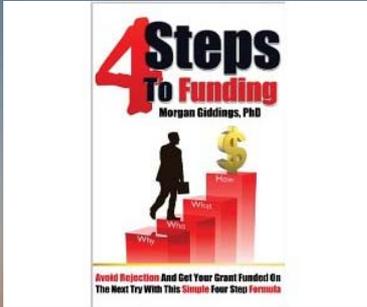
The role of the **Why**

- Capture the interest of the reviewers
- Answer what is in it for “the granting board”
- Often lacking emphasis on the *Why!*

The role of **Who/What/How**

- Hold the interest of the reviewers
- Show that you can pull it off!
- Often receiving too much focus (especially on *How!*)

Do you want to know more - read!



Take home

- Build your own Trademark
- Work a lot on the structure and balance between *Why* and the rest.
- We are all failures, so dont give up!