Funding Tips
Tracy Camp (via Mary Jean Harrold)

Weave a Convincing Story
What is the problem?
Why is it interesting?
What are possible solutions?
Why should you solve it?
KEY: motivate the problem well (else reviewers won't care about your solutions)

Seven Criteria

CARE: Is it an important problem? Will anyone care about your results?
NOW: Why now? If important problem, why not addressed before?
IDEAS: What are your initial ideas to attack the problem? What is your vision to proceed further?
RESULTS: What are your preliminary results, and why are they interesting?
PLAN: Do you have sensible plans and concrete steps that will mitigate risks?
CAN-DO: Why you? Why should you solve the problem? Why can you solve the problem?
LEGAL: Have you followed the rules of the Request for Proposals (e.g., compelling broader impacts if NSF)?
NOTE: VERY important; if you don’t follow the rules, proposal may be rejected without review

Outline for NSF Proposals

Summary (1 page): Abstract that gives an overview of everything (all seven criteria)
Introduction (1-2 pages): Discuss problem and main components of your solution; address CARE and NOW
in detail (briefly address other criteria)
Preliminary Work (2-3 pages): Show progress and an understanding of the problem; address RESULTS
Research Directions (3-4 pages): Give overall vision and concrete steps to reach vision; address IDEAS
Research Methods/Plan (~2 pages): Examine methods and/or techniques that you plan to use for concrete
steps; address PLAN and CAN-DO
Related Work (~2 pages): If not included elsewhere, discuss related work (including your own); address
CAN-DO
Results from Prior NSF Support (<1/2 page): Present related prior support/work; address CAN-DO
Broader/Educational Impacts (~1 pages): Explore broader, educational impacts, etc.; address LEGAL
Conclusion (<1/2 page): Discuss broader work, what will be the impact if it is completed, etc.
References (extra pages): Show you know state-of-the-art; address CAN-DO

Outline for Industry Proposals

Same seven criteria, but usually only 1-3 pages
Relate CARE and NOW to that organization's needs
RESULTS, IDEAS, PLAN, and CAN-DO are brief (and related to the organization’s needs)
LEGAL may apply - depends on organization (see Request for Proposals)
Prior work to convince CAN-DO
No broader impacts and few references