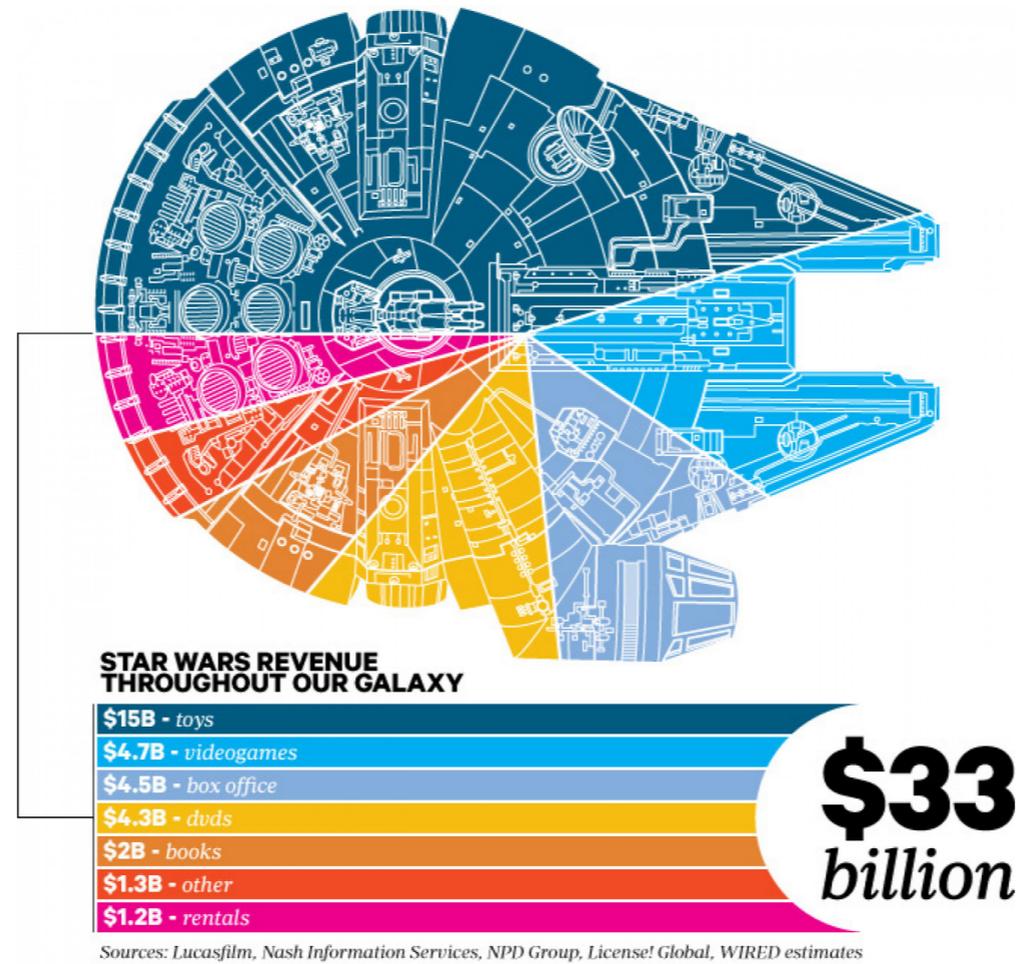


experiment sandbox



resource: crafting a sales pitch for grants

@cjlortie

salespitch4grants



capacity to sell the research to skeptical referees critical

Why does it matter?

consider applying critical design principles to your grant app

Three-paragraph pitch right away

Establish need to fund research immediately

Catch attention

three chunks or hooks



(i) set the stage



interest
stress need
state-of-the-art
challenge and benefits to design work proposed

concept and credibility

rationale

experimental design

advance the field

envision the world with problem solved
by your experimental contribution



start with a memorable phrase



**DO OR
DO NOT.
THERE IS
NO TRY.**

use active voice

keep sentences relatively short and direct



well-placed citations strengthen validity



consider ROI

list scientific outcomes

a weak start rarely results in a winner

highlight **strong experimental design principles**
early in proposal

