GEO-DEEP9300
Proposal writing

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Why should you write a proposal?

- *You need a job*
- *You need money to conduct research*
- *You need to pass this course*

What is needed?

- *A good idea*

- *Good?* → *answer an interesting question*

- *Interesting?*

What does it take to get a good idea?

- *Time*
- *Overview of a field*
- *Curiosity about other fields*

→ *Write down your ideas, any time, however stupid*
→ *1/10 rule*

Preparatory work

- *Check if somebody has already done this*
- *Yes → update your idea*
- *No →*

- *Why not done before?*
  - *No interest?*
  - *Question not raised before?*
  - *Methodology not mature?*
  - *Data not accessible?*
  - *Nobody able to do it?*
- *What is needed:*
  - *New methodology?*
  - *New data?*
  - *Original combinations?*

Preparatory work

- *Where to apply?*
- *Analyse the call*
- *Get the template*

Start writing

- *Demonstrate why interesting*
- *Demonstrate excellent knowledge of background*
  - *Well-chosen references (think of potential reviewers)*
- *Demonstate you are able to do this*
  - *Previous work*
  - *Ideas well-thought*
  - *Contacts*
- *Demonstate you have a plan*
  - *Plan A*
  - *Risks and plan B*
  - *Contacts made*
  - *Sites identified*
  - *Methodology identified*

Start writing

- *Demonstrate you have a plan*
  - *Tasks*
  - *Man-power*
  - *Budget*
  - *Ambitious but realistic*

- *Use figures, sketches, maps, tables for tasks.*

→ *GET THIS INTO THE TEMPLATE!*
→ *Get feedback from colleagues.*

Proposal versus article writing

Article	Proposal
Work done	Work not done
Convince	
Build on other people's work	
Neutral and analytic	Enthusiastic
«We»	«I/We»
Discussion of limitations	Feasibility/Risk analysis
	Budget