



Developing Successful Proposals and Big Ideas



Pre-Proposal Positioning

Concept Development

Proposal Development



Pre-Proposal Positioning

Goals: Demonstrate strong capabilities, track record, alignment with sponsor and opportunity

Activities and Resources: Past awardees, best practices review, stakeholder conversations

Considerations for large proposals: Look beyond scientific team, consider external environment



Concept Development

Goals: Competitive project and team

Activities and Resources: solutions/concept draft, gap analysis, teaming, proposal strategy

Considerations for large proposals: expansive partnerships, non-technical program elements



Proposal Development

Goals: Compelling, competitive proposal

Activities and Resources: proposal development plan, proposal reviews, graphic design, etc.

Considerations for large proposals: expansive partnerships, institutional/external support



Where do I start?

What do I prioritize?

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