

Hvordan skrive forsknings søknader?

How to write research proposals?

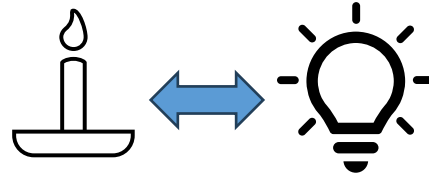
Asbjørn Rune Ousland
External Funding
Administrative Research Support
Oslo University Hospital

Regional forskningsstøtte (RFST) i Helse Sør-Øst
Seminar Oslo universitetssykehus HF Radiumhospitalet 3. mars 2025

Time 10:15 to 11:00

Idea and Impact

Evaluate your Idea:



Is it...

New – Unique – Challenging – Clear -
Ambitious?

Discuss with colleagues –
Check literature and state of the art

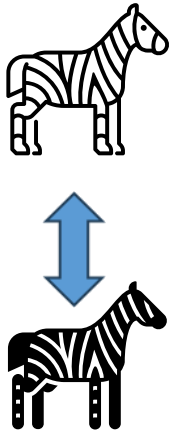
Level: Internal - National – International

Will I make a difference?

“Provide a **narrative** explaining how
the project’s results are expected to
make a difference..”

For...
Science – Health – Organisation - Society

Is it value for money?



This presentation will show a new and more efficient way to write research proposals

Start and story

The first sentence:

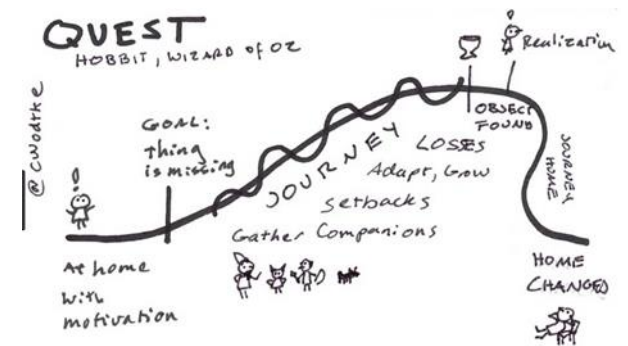
Vaughan died yesterday in his last car-crash. — J. G. Ballard, *Crash* (1973)

The sky above the port was the color of television, tuned to a dead channel. — William Gibson, *Neuromancer* (1984)



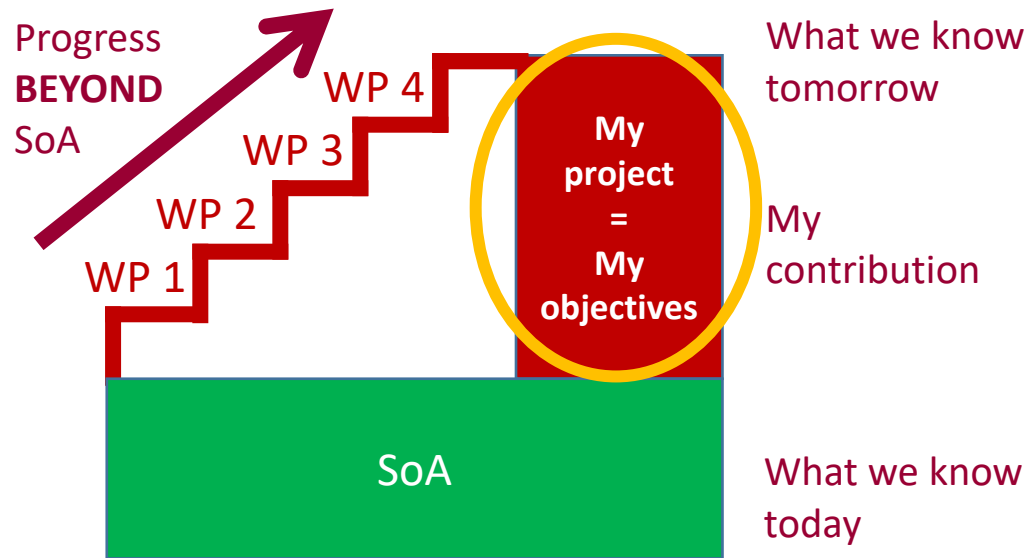
The good story

- Catches the reader from the start
- Creates emotion
- Provides context
- Don't just assume relevancy but proves it
- The theme is supported by revealing details
- Consistent, well organized and easy to read
- Shows clearly that the writer knows the field
- Provides new insight – says things not said before



Beyond SoA - Feasibility

Researcher spend to much time writing proposals. We will present a method that takes proposal writing beyond current practice



Yes, I can do it

- Prelim results from current research
- CV and track record
- Team
- Partners
- Infrastructure

I have written and read hundreds of proposals, been an EC evaluator and read lots of evaluation reports

The proposal context

Objectives

- 1 Establish the framework for writing a proposal
- 2 Show how to write objectives as achievements
- 3 Develop a logic for writing the whole proposal based on the objectives

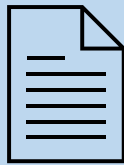
Politicians → Policy → Funding source → Funding Program
→ Your project → IMPACT → Politicians

WP1

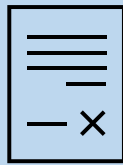
Review all elements of the proposal context



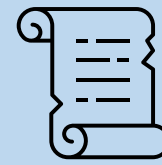
Policy documents



Call text



Template



Legal aspects



Evaluation criteria

Objectives – what you will achieve

WP 2

*Formulate objectives directly
and indirectly*

Specific, concrete

What exactly will you achieve? Tell it in a clear and comprehensible way!

Measurable

How to tell if the objective is reached?
Provide clear indicators or parameters to measure the objectives?

Acceptable

Will the stakeholders be happy with the results?

Realistic

Are the objective achievable, given the time and resources committed?

Timely

When will the objectives be achieved

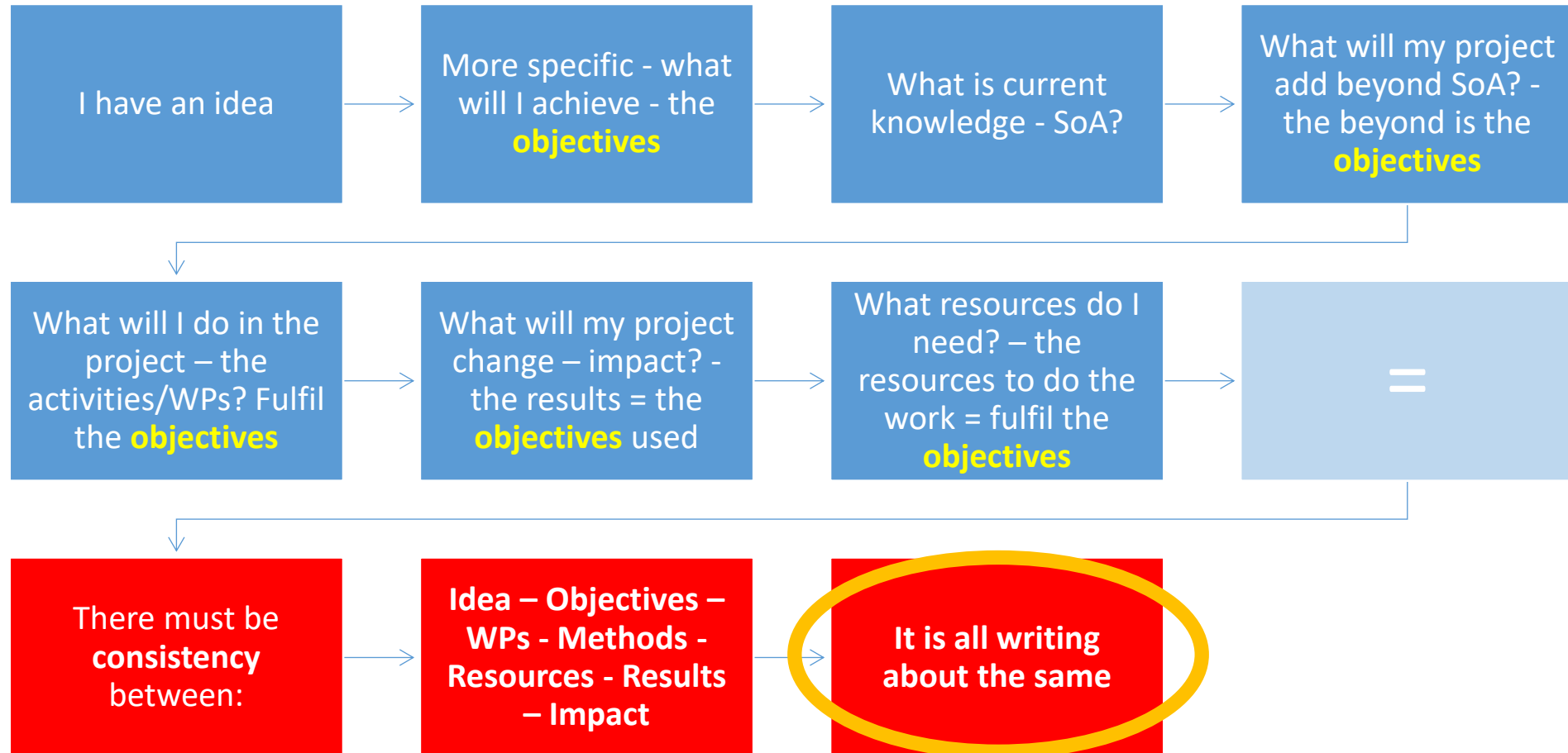
Achieve:

- **Develop** a new biosensor that can **predict 90% of ...**
- **Do** a clinical study showing that the new drug **is at least 50% more efficient than...**
- Introduce a new treatment that will **reduce recovery time by more than 5 days**

Formulating objectives - Alternative approach

- Start with the **work packages or activities** and reformulate the “I will do” to “I will achieve”
- Imagine the **results** and turn them into achievements that can be measured
- Think of the **titles of the articles** you will write and turn them into objectives
- If you say “I will do” what is the **success criteria** when you have done it

The logic of the objectives



Genre and evaluation process

WP 4

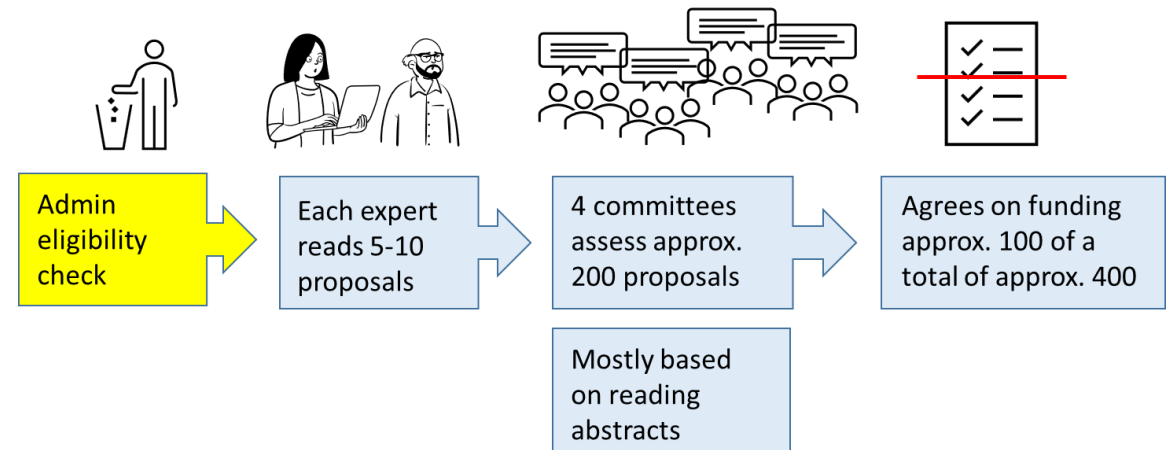
Explain the proposal genre and the evaluation process. How to be seen and remembered

Scientific article

Sales document

Your proposal

Academic writing	Proposal writing
Objective, dispassionate	Convey excitement
Descriptive	Persuasive
Past oriented	Future oriented
Explaining to reader	"Sell" the writer
Impersonal	Personal
Individualistic	Team-oriented
Few length constraints	Strict length constraints
Specialized terminology	Accessible language
Insider jargon	Broader audience



TRL and impact

WP 5

Impact - exploitation and use of the results

WP 6

Dissemination and communication

TRL Technology Readiness Level



It is **the results** that makes the impact

The story is about the contribution of your achievements

You shall not “invent” any new impact

Expected impacts

The impact story assumes a successful project

Describe possible barriers to impact

1 Establish the framework for writing a proposal

-a proposal fully in line with call, written according to template and answering all evaluation criteria

2 Show how to write objectives as achievements

-a proposal with measurable objectives that is of great value for scoring the application and believing it its feasibility

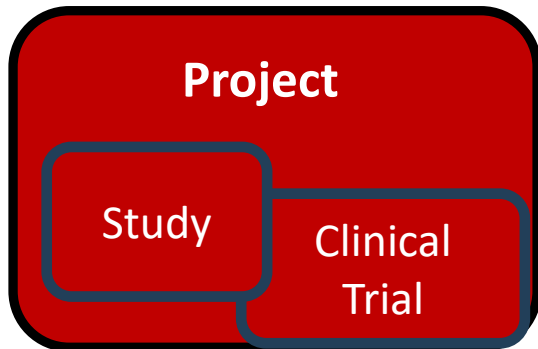
3 Develop a logic for writing the whole proposal based on the objectives

-a consistent story showing how an idea is made concrete by goals that is transformed into results and use

Work Plan and resource

You are running a project -
you are the project manager

- Providing the resources
- Estimating effort per task
- Allocating the resources to tasks
- Follow a time schedule



Resources:

- Persons/names – their role (what will they do) – CV
- Infrastructure and “things”

Work plan

- An overall plan
- **Divided into Work Packages and tasks**
- Describe dependencies
- Show the effort

Allocate:

- Connect Persons and tasks

Schedule:

- Provide a Gantt Chart

For this presentation:

1 person for 2 days

Role: Write and hold the presentation

Overall: A plan with three elements dependent on each other

WPs: Gather information, consult previous presentations, write text, do layout

Same person do all tasks

Make Gantt

WPs	Day 1		Day 2		Day 3	
Gather information	■	■				
Consult previous presentations		■				
Write text		■	■	■	■	■
Do layout			■	■		

Hypothesis and risk

Risks is a kind of safety valve:

You can write ambitiously and bold.

The risks shows that you also have a plan B that may save your project

A hypothesis

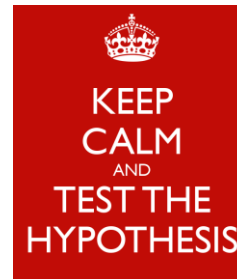
- is a proposed explanation for a phenomenon. For a scientific hypothesis, the scientific method requires that one **can test it**.
- is an idea which is suggested as a possible explanation for a particular situation or condition, but which **has not yet been proved to be correct**.

Hypothesis and objectives must match, however hypothesis may be more specific and focused

Hypothesis = ambition and originality

Make excitement

Trivial or obvious hypothesis may hurt your score



Ambitious projects is high risk – high gain.

You make a risk plan to:

- show that you know the critical risks
- know how to fix them = risk mitigation

The risks you list must be closely related to the objectives/achievements and expect results. This is to assure the reader that even if there are risks, you will be able to achieve your goals.



The X Factor

- Passion
- Will and power
- Confidence in the idea
- Honesty
- Emotion
- I really want it to happen



Thank you

For support send mail to research support
grants@ous-hf.no