Starting Point. The following questions are a necessary starting point. You need a brief, convincing answer to each of them as a way of testing your readiness to start writing your proposal. Answer each of the following in 25 words or less:

1. What are you passionate about? (in terms of research, etc)

2. What is the problem (or need) and why is it important?

3. What sources or kinds of data can you use to validate the importance of your proposed project?

4. How is existing knowledge or practice inadequate?

5. Why is your idea better (based on the data)?

6. How is your project new, unique, different? (define the dimensions of the newness)

7. What will it contribute and who will benefit from it?

Source: 2012 NCURA Annual Meeting
Exercise presented by Robert Porter Ph.D., University of Tennessee.