

EFFECTIVE PROPOSALS

**Strategies and tips for successful funding
applications**

Presentation by:

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Learning outcomes

At the end of the session, participants should be able to:

01

Understand the key factors funders evaluate in research proposals.

02

Learn how to connect research outputs to tangible societal benefits, ensuring both intellectual and practical value.

03

Identify strategies to highlight track record, expertise, and collaboration to increase credibility with funders.

04

Learn how to develop clear, structured plans using SMART objectives, incorporating timelines, team roles, and progress monitoring to meet funder expectations

What Do Funders Want?

Funders prioritise value for money in research projects. This involves four key dimensions:



01

Intellectual Merit:
Originality, focus, and rigour in the proposal.



02

Practical Merit & Potential Impact: Real-world relevance and measurable outcomes.



03

Applicant's Ability & Track Record:
Demonstrated success in leading impactful projects.



04

Credible Delivery Plan:
Clear, structured, and feasible execution strategy.



Intellectual Merit of the Proposal

Strong proposals stand out for their focus, innovation, and rigour. Key elements include:

01

Original Contributions: Clear pathways for advancing knowledge.

02

Stakeholder Engagement: Co-creation through meaningful collaboration.

03

Rigorous Methodology: High-quality data collection and analysis.

04

Specific Outputs: Academic (publications) and non-academic (policy, public dissemination).

Practical Merit & Potential Impact

Funders value proposals that connect knowledge creation with real-world impacts.

01

Impact Pathways: Link outputs to tangible outcomes and societal benefits.

02

Integrated Approach: Intellectual merit and impact are interdependent.

03

Clear Outcomes: Demonstrate how the project will deliver measurable, meaningful change.

Applicant's Track Record

A good proposal requires capable leaders. Funders look for:

01

Proven Success:

Evidence of delivering impactful results in prior projects.

02

Skills & Competencies:

Relevant expertise aligned with project goals.

03

Portfolio Strength:

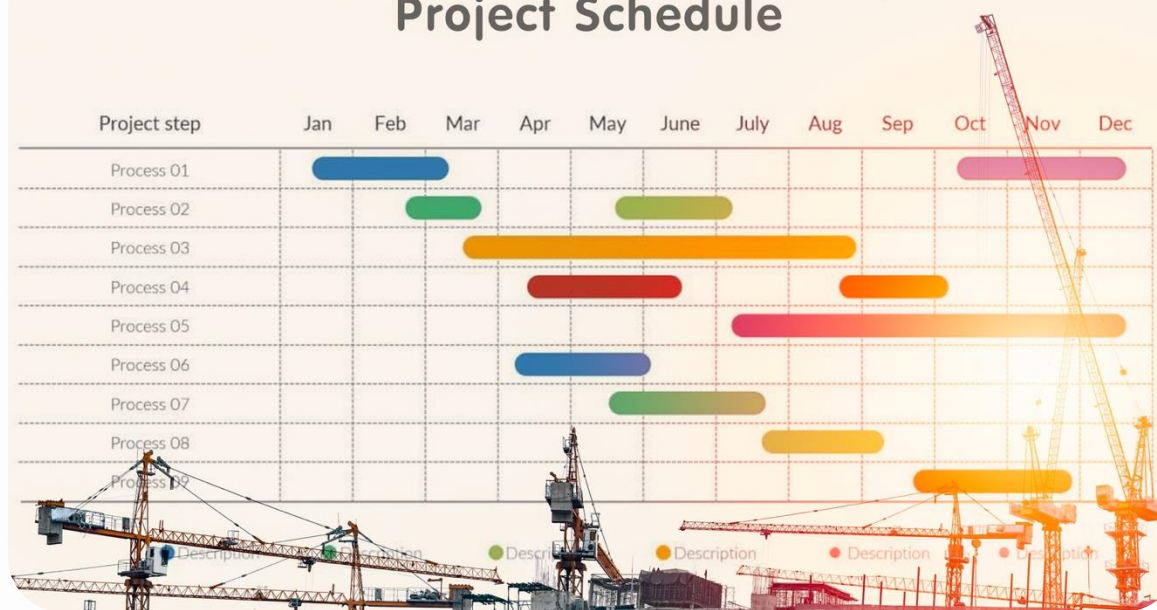
Ability to link past experience with proposed objectives.



Credible Delivery Plan

A winning proposal requires a clear, feasible plan using SMART objectives:

Project Schedule



Work-Packages:

Who does what, and when?



Project Management:

Monitoring and tracking progress through milestones and meetings.



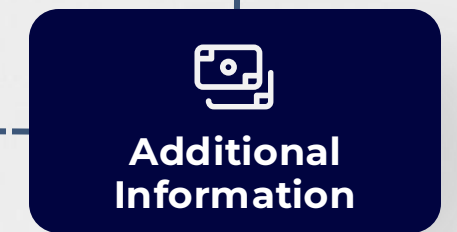
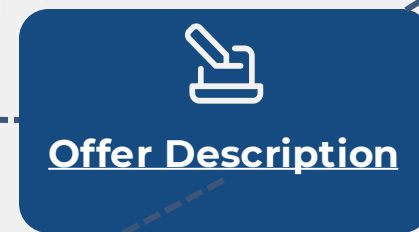
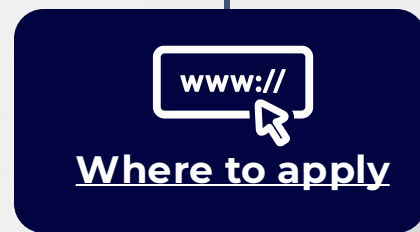
Reporting Plan:

Structured updates at defined stages to ensure accountability.

CASE STUDY

Postdoc in AI and education

<https://web103.reachmee.com/ext/I011/853/job?...>



Organisation/Company Duties

Linköping University
Primarily research with up to 20% teaching.

Organisation/Company Research Field

Linköping University
Computer science

Application Deadline

2 Feb 2025 - 22:00 (UTC)

Is the job funded through the EU Research Framework Programme?

Not funded by a EU programme

Is the Job related to staff position within a Research Infrastructure?

No

Application Requirements

Education Level

PhD in AI, machine learning, or a similar technical area (awarded within the last 3 years preferred).

Experience

Scientific curiosity, independent thinking, and collaboration skills.

Languages

Proficiency in English (required). Swedish is a merit.

Research Field

Computer science, Technology » Other

Years of Research Experience

1 - 4

Application Requirements:

- Background in both AI and education is advantageous.
- Personal letter detailing interest and qualifications.
- Selected research publications (PDF or Word format).
- Indicate desired salary.

Work Assignments:

- Research focus: AI and education (impact of AI, using AI for education, education for AI).

Qualifications:

- Doctoral degree (or equivalent) in AI, machine learning, or related technical area.

Employment Details:

- Full-time, temporary 2-year contract (possible extension to 3 years).

Workplace:

- Reasoning and Learning Lab (ReaL), AIICS Division at Linköping University.

UKRI and Research Councils

UK Research and Innovation (UKRI) is the UK's main funding agency for science, combining seven research councils, Research England, and Innovate UK. It is the primary public investor in fundamental research across diverse fields, including arts, humanities, and particle physics.



**UK RESEARCH AND
INNOVATION (UKRI)**

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**ARTS & HUMANITIES
RESEARCH COUNCIL
(AHRC)**

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**BIOTECHNOLOGY &
BIOLOGICAL SCIENCES
RESEARCH COUNCIL (BBSRC)**

[See More...](#)



**ECONOMIC & SOCIAL
RESEARCH COUNCIL (ESRC)**

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**ENGINEERING & PHYSICAL
SCIENCES RESEARCH COUNCIL
(EPSRC)**

[See More...](#)



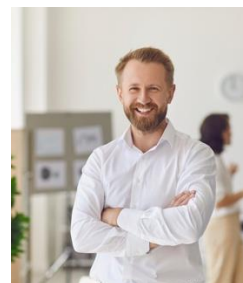
**MEDICAL RESEARCH
COUNCIL (MRC)**

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**NATURAL ENVIRONMENT
RESEARCH COUNCIL (NERC)**

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**SCIENCE AND
TECHNOLOGY FACILITIES
COUNCIL (STFC)**

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INNOVATE UK

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RESEARCH ENGLAND

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LEARNED SOCIETIES AND ACADEMIES

Learned societies and academies promote research in specific subject areas through academic publications, funding opportunities, conferences and membership. Some also act as professional bodies by offering accreditation.



THE
ROYAL
SOCIETY



The
British
Academy



Royal Academy
of Engineering



RSE *The Royal Society
of Edinburgh*
KNOWLEDGE MADE USEFUL



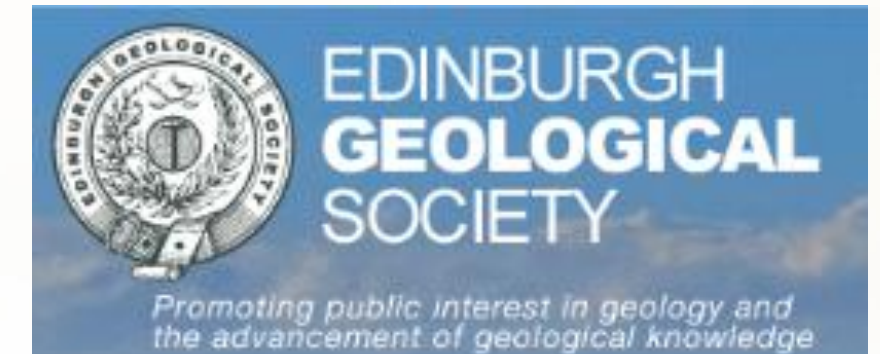
Royal
Geographical
Society
with IBG



The *Academy of*
Medical Sciences



BRITISH
SCIENCE
ASSOCIATION



EDINBURGH
GEOLOGICAL
SOCIETY
*Promoting public interest in geology and
the advancement of geological knowledge*



Royal
Astronomical
Society



ZSL ZOOLOGICAL
SOCIETY OF
LONDON

CHARITABLE ORGANISATIONS

The UK charitable organisations below support research and education, particularly in the field of medical research. These NGOs, foundations and trusts offer private sources of funding, such as endowments from private benefactors or the commercial profits of companies set aside to support research.



THE JOSEPH
ROWNTREE
FOUNDATION

amrc

ASSOCIATION OF
MEDICAL
RESEARCH
CHARITIES

LEVERHULME
TRUST

nesta

NATIONAL ENDOWMENT FOR SCIENCE
TECHNOLOGY AND THE ARTS (NESTA)

BILL & MELINDA
GATES *foundation*

THE BILL AND MELINDA GATES
FOUNDATION

W
wellcome

WELCOME TRUST

UKCDR

UK COLLABORATIVE ON
DEVELOPMENT SCIENCES

HORIZON EUROPE

Horizon Europe is the EU's primary research and innovation funding programme. It addresses climate change, supports the UN's Sustainable Development Goals, and enhances EU competitiveness and growth. The programme fosters collaboration, advances knowledge and technology, and tackles global challenges while aligning with EU policies.

<u>European Researchers' Night and Researchers at Schools 2026-2027</u>	<u>EIC Transition Open</u>	<u>ATM impact on climate change</u>	<u>Investigate quantum sensing and computing applied to ATM</u>	<u>Support to programme execution framework on performance</u>	
<u>Enhanced CNS capabilities</u>	<u>Next generation ATS platforms for en-route and TMA operations</u>	<u>Transformation to trajectory-based operations</u>	<u>Small-scale Hydrogen Valley</u>	<u>Large-scale Hydrogen Valley</u>	<u>Transformative Innovations in global health</u>
<u>Development of cost effective and high-capacity compression solutions for hydrogen</u>		<u>MSCA COFUND 2025</u>	<u>Boosting innovation through better integration of fragmented health R&I efforts</u>		<u>Women TechEU Open Call #3</u>
<u>Scaling Startups Programme: tailored support with an investment focus</u>	<u>Europe-Africa Research and Innovation call on Sustainable Energy 2025</u>	<u>dAIEDGE 2nd Open Call. Collaborative Projects.</u>	<u>European Union Prize for Citizen Science 2025</u>	<u>IMPETUS Citizen Science Challenge 2025</u>	

PROFESSIONAL BODIES

A professional association or society in the UK is an organisation created by a Royal Charter to support a profession and ensure that professional standards are upheld. Many offer accreditation via membership which is required for the practice of certain professions, such as medicine.





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<https://forms.office.com/e/eAJCxxrxG0W?origin=lprLink>





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