Creating an Idea Others Will Invest In!

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Agenda

- I: Charting Your Path to Intellectual Leadership
- II: Creating an Idea Others Will Invest In
- III: Building a Collaborative Team
- IV: Developing a Funding Strategy
Questions we’ll try to answer …

- **I**: Where is my career taking me? When is the right time to go after grant funding?
- **II**: What kinds of projects need grant support and what kind of projects get funded?
- **III**: How can I build a track record of success with a team that will make funders confident in our ability to be good stewards of resources?
- **IV**: How can I attract sustained support for my work without selling out my goals and values?

*What others do you have?*

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II. Creating an idea others can *invest* in…

- Transform an interest of *yours* into something others can invest in…
- This idea becomes the seed for a number of specific projects…
- And is *one half* of a successful proposal
Invest?!?!

Your idea here!
Investable Ideas – A Heuristic

- Need
- Opportunity
- Activities
- Outcomes

Build Consensus
Distinguish Yourself from Competition
Investable Ideas – key questions

- Why this project?
- Why Us? Why now?
- What will we do?
- What results can we expect?

Build Consensus  Distinguish Yourself from Competition
Map to Proposing Logic…

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<thead>
<tr>
<th>Need</th>
<th>Opportunity</th>
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<tbody>
<tr>
<td>• Problem</td>
<td>• Approach</td>
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<td>• Questions</td>
<td>• Team</td>
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<td>• Significance</td>
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<td>• (budget)</td>
<td>• Evaluation Plan</td>
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Build Consensus

Activities

Outcomes

Distinguish from Competition
Practice: Building Consensus

Need: Why This Project?
Activities: What Will You Do?

Opportunity: Why here, now?
Why this team?
Outcomes: What can we expect?
Creating an Idea
Others Will Invest In!