Why this proposal?

John A Clark

- George H. Heilmeier, President and CEO of Bellcore
    - What are you trying to do? Articulate your objectives using absolutely no jargon.
    - How is it done today, and what are the limits of current practice?
    - What's new in your approach and why do you think it will be successful?
    - Who cares? If you're successful, what difference will it make?
    - What are the risks and the payoffs?
    - How much will it cost? How long will it take?
    - What are the midterm and final "exams" to check for success?

What is known to the community

What is not known to the community

Why what is not known to the community is actually worth knowing

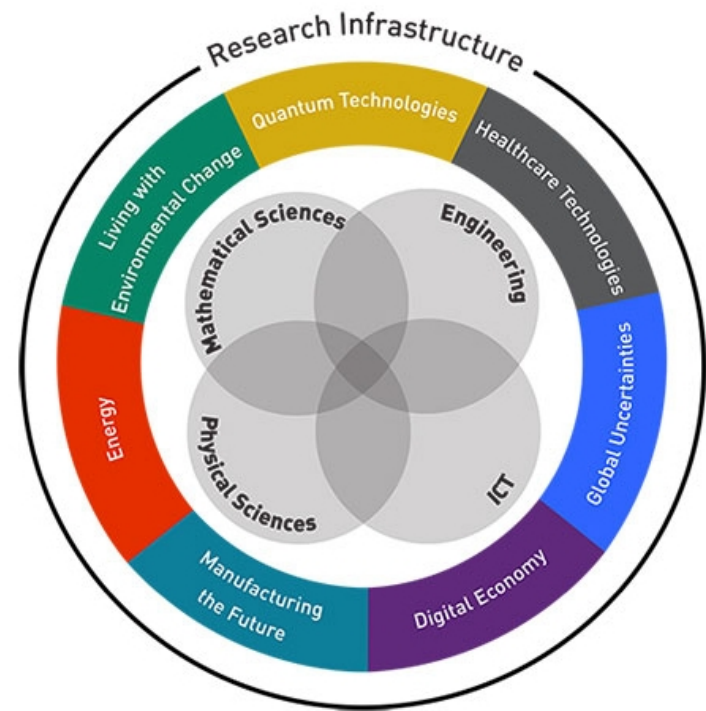Not a full survey – that's what ACM Comp Surveys are for.

Need to represent current knowledge, speculations and disagreements in the published literature and community.

Important to use this to identify the gaps – specifically the ones you want to fill with your proposal.

What is known to the community

Include important work you are actually building on.

What is not known to the community

Critique fairly and with appropriate language.

Why what is not known to the community is actually worth knowing

Link also to your track record if you have been active in the area.

- If your proposal fits with identified funder priorities this is helpful and indeed essential for some calls.

- Within ICT the four priority challenge themes are:

  - Manufacturing the future:

  - Energy:

  - Digital economy:

  - Healthcare technologies

EPSRC
Pioneering research and skills

- Towards an Intelligent Information Infrastructure (TI3)

- Many-core architectures and concurrency in distributed and embedded systems (MACDES)

- Photonics (probably less relevant to most CS)

- New and emerging areas in ICT

- Working together (very important if you want a fellowship)

- Bit hard to argue that the *general area* isn't of importance if it directly concerns one of the challenge themes or strategic priorities.

- But you need to further argue that your specific proposal is of particular importance/relevance.

Reports from august bodies and influential organisations

Also statements from UK or EU Government
and their agencies

- Can refer to authoritative surveys or other published literature which identifies a pressing need for what you are proposing (or at least that the problem you are addressing is of major importance).

- Looking at any relevant ACM Computing surveys and the like probably is a good thing to do anyway.

- Who outside your office actually cares and why? Provide evidnce to back your claims up.