

Building the Framework of Your Proposal: Pitching An Idea to Potential Collaborators, Program Officers & Agencies

Workshop 3

Research and Technology Transfer

research@astate.edu



Meet Your Presenters



Dr. Travis Marsico

Vice Provost for Research,
Innovation, and Discovery

Executive Director of the
Arkansas Biosciences Institute

Professor of Botany



Ashley Pinkard, MPA, CRA

Executive Director of
Research



Morgan Speer, MBA

Director of Proposal
Development



Pitching Your Idea

- Identify collaborators and funding agencies that align with your project goals.
- Have a clearly stated and well defined research objective.
- Create your concept paper.
- Network



/ArkansasState

Pitching Your Idea

Tips

- Create a story: understand the true relevance of your research from a holistic perspective. Keep it simple and avoid excessive technical terminology to attract appropriate interdisciplinary collaborators.
- Know your audience: understand who you are targeting. Communications with program officers and agencies will likely require different communication than with colleagues and collaborators.
- Be precise and clear: in the beginning, precise and clear communication is key. Convey the quality and importance of your research objective compellingly without being overly wordy.
- Practice your pitch: being confident is key. Practicing before a pitch with trusted colleagues or other professionals can help you refine your pitch and be more impactful.

Pitching Your Idea

Concept Paper

Essential to building collaborations is to have a well defined research topic/creative endeavor. A concept paper is an introduction to your research/creative endeavor.

- Approximately one page
- Write to your audience: model after targeted funding agencies abstracts.
- Includes: Mission statement, research aim/goals, methodology, proposed methods, timeline and impact.

Pitching Your Idea

Concept Paper General Format:

- Title
- Introduction outlining the problem/gap in knowledge
- Mission statement
- Research aim
- Methodology
- Proposed methods and impact



Contact Research and Technology Transfer

- Email: research@astate.edu
- Phone: 870-972-2694
- Location: 6th Floor, Dean B. Ellis Library, Suite 613
- Website: www.astate.edu/info/research



/ArkansasState