

# How to get funded?

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## lottery

- 1 : 14.000.000  
0,0000071511%
- the higher you aim  
the harder it gets
- you don't win if you  
don't play
- it's completely out  
of your hands

## funding

- 1 : 10 – 1 : 5  
10-20%
- the higher you aim  
the harder it gets
- you don't get  
money if you don't  
apply
- **you are the most  
important resource**

# nothing comes for free

funding bodies



application



# funding bodies

- invest time in finding suitable funding bodies
  - national/regional/local databases
  - acknowledgement section in articles
  - media (e.g. university post, newsletters)

# funding bodies

- invest time in exploring the **funding bodies**
  - type of research or activity
    - > use websites & common sense
  - type of board (experts vs. layman/lawyers/family)
    - > adapt abstract and project description

# funding bodies

- invest time in exploring the **funding bodies**
  - usual financial frame
    - > adapt cover letter accordingly (partial funding)
  - usual seniority of applicant
    - > who applies, senior or junior staff

# funding bodies - my best practice

- customized list with relevant foundations, deadlines and the “hidden” information
- records on practicalities “to keep track” (e.g. Excel table containing information regarding applicant, foundation, sent on, response on, money applied, money granted, comments)

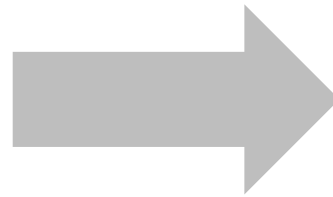
# the evil reviewers?



- your supervisor
- your chairmen
- your collaboration partner
- Mum
- lawyer
- someone who lost a beloved one due to a tragic disease
- You.



reviewers – like you and me...



Change  
your  
perspective!

# answer basic questions

- Is my application easy to read for the reviewer?
- Is it scientifically sound?
- Am I the best researcher with the best project in the best environment?

# traditional writing order

- 1. project description**
2. formal requirements (CV, PL)
3. budget
4. “blabla” = management and feasibility (location, infrastructure,...)
5. abstract/cover letter/one page summary
6. letters of recommendation

opposed to...

# ...the reading order...

- **abstract/cover letter/one page summary**  
(What is the project about? Is this interesting at all? Will it have an impact whatsoever?)
- **budget**  
(What will the money be spent for? Is this reasonable?)
- **CV and PL**  
(How strong is the candidate?)

# reading order...

- **abstract/cover letter/one page summary**  
(What is the project about? Is this interesting at all? Will it have an impact whatsoever?)
- **budget**  
(What will the money be spent for? Is this reasonable?)
- **CV and PL**  
(How strong is the candidate?)

# project description



# project description

- consistency with the call
- if possible, “smiling fish principle”  
=> open with some figures/provocative notions (=the smile), then provide the serious backbone (= the bones: background, state-of-the-art, project plans etc.), conclude with something spectacular (=flip of the fin)
- guided by questions
- tables, flow-charts and figures to illustrate complicated pathways etc.,  
(bonus: saves space)



# project description

- Does the project describe appropriately and critically analyze the **state of the art**?
- Does the applicant provide **solid preliminary data**?
- If the aims of the study are achieved, how will the project improve the current state of the art and **impact** the international scientific community?

# often neglected sections

- management, feasibility, environment
  - Are the PIs and team members well suited to carry out the project?
  - Are they competitive at the international level?
- budget
  - Is the requested grant appropriate, realistic and justified to carry out the project?
  - Is the duration reasonable?

# often neglected sections

- risk management
  - work packages (if one part fails, not everything fails)
  - show to be aware of possible pitfalls
  - show to be ready to change strategy based on new knowledge

**THIS TAKES TIME.  
INVEST IT.**