

A stylized illustration of a man in a dark suit, light blue shirt, and red tie, wearing a black graduation cap. He is holding a large, dark red megaphone to his mouth. The background is a dark blue gradient with a large, semi-transparent circular area in the center. The text is overlaid on this circular area.

# How to Prepare an ERC Grant Proposal

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# Preparing a Proposal

- Start planning many months in advance
  - *started 18 months before*
- Reserve *lots of time* for writing proposal
  - *2-3 weeks (consider a retreat)*
- Get as much *feedback* as possible
  - *12 internal + 12 external*
  - *give talks and lobby for your idea*

# Proposal Guides

- Important ERC Documents:
  - Guide for Applicants - *your bible*
  - Guide for Reviewers - *check this too*
- All details at <http://erc.europa.eu/>
- Rely on local EU support for formalities



Sell Yourself



# Sell Yourself



- Collect and provide irrefutable evidence for *impact* and *excellence*
  - Papers, talks, students, tools...
  - Lasting impact in academia and industry
  - Quality as networker and advisor
- Don't forget a single achievement!

# Sell Yourself

Search for *unique selling points*:

Don't just say...	But say...
ACM Fellow	<i>Youngest European ACM Fellow ever</i>
Best Paper Award	<i>First Best Paper Award for a debugging paper</i>
700+ citations	<i>Most-cited Software Engineering paper of 2005</i>





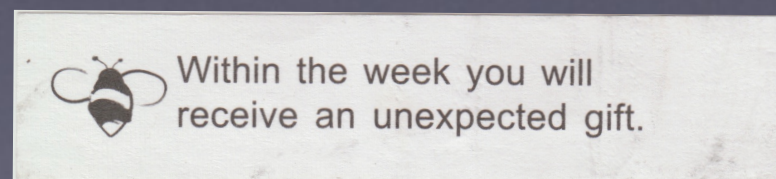
# Project Proposal

- ERC funds *high-risk, high-gain* projects
  - *Risks should be substantial, but manageable*
- Focus on *novelty* and *potential impact*
  - *Why is this new? Why is this needed?*
- Prepare *talks* to sharpen your message
  - *For a starting grant, you will be interviewed*



# Project Writing

- Have a clear title and abstract
  - *get the interest of the reviewer*
- Have a clear structure and plan
  - *you know how to organize things, don't you?*
- Get to the point
  - *no buzzwords, no yada yada, no lingo*
- Polish. Polish. Polish. - *and polish again.*



## Preparing a Proposal

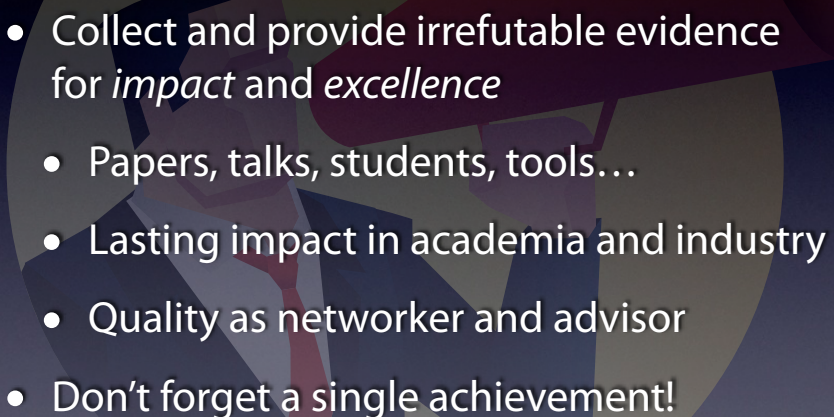
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