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*The FP7 Coach: vehicle to success* serves people at all levels of expertise: from researchers just curious about what FP7 is and how it can help them, to seasoned professionals seeking new ideas to perfect their grant application skills.

- Those new to the Framework Programme will get a jump-start on how and where to begin, avoiding typical beginner's mistakes.
- Seasoned researchers will receive a complete reference book with many inspirational ideas to help sharpen their writing skills.
- SMEs can also learn how to successfully participate in FP7.



### • Practical “how to” guide:

- ▶ comprehensive, expert help
- ▶ real-world examples
- ▶ practical ideas for writing compelling proposals
- ▶ easy to read and understand
- ▶ in-depth information to help design winning strategies.

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# The FP7 Coach: vehicle to success



## The problem

- The European Commission receives five to ten times more research grant applications than they can fund. So, only the most convincing proposals will be approved.
- Vast amounts of information on preparing European R & D applications are freely available on the internet. However, this information is scattered over many websites. Overlap in content, makes it difficult to compile new facts, and reading so many various documents is a tedious exercise.
- Virtually all of the free information available focuses on the “what”, and barely touches on the “how”.

## The FP7 Coach: vehicle to success...

- Explains to applicants preparing FP7 grant applications how to prepare and submit a proposal that will maximise their chance of success.
- Provides practical guidance to write persuasive proposals more efficiently.
- Describes, once a contract has been established, how to handle project management and administration, as well as the legal and regulatory aspects required to meet the Commission’s obligations.
- Contains contributions from successful, experienced proposal writers, making it an indispensable reference for obtaining funding from the Commission.



## Book overview

- Clear flowcharts, tables and checklists summarise key points for quick and easy understanding whilst in-depth details provides more insight into the big picture.
- Real-world examples illustrate ideas for presenting information in the most succinct and persuasive manner, thus increasing the chances for receiving funding.
- Detailed appendices provide further information for those who want to dig deeper.



### Introduction

What is the Framework Programme? What is FP7? ...



### Exploration

Idea screening: is the idea good? Is the idea suitable for FP7? ...



### Proposal Preparation

Proposal writing, partner search, submission procedure, ...



### Evaluation

Evaluation procedure, evaluation criteria, ...



### Contract Negotiation

Description of work, procedural aspects, CIRCA, ...



### Project

Project management, reporting, contract changes, ...



### Exploitation

Exploiting and disseminating project results, audits by the Commission, ...



### Appendices

Background information, details on discussed topics, references, ...