# Pro-forma to help you develop and present your research ideas

1. **WHAT?** (What is the research aiming to achieve? What does success look like?)

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| *Start with what you know. What has been recently published? What are the major developments / trends in your research field? Is something missing? Is there a gap? Can your technique /research impact a new area? Is that area strategic?* |

2. **WHY?** (Why is the research important? What level of advance will it make?)

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3. **WHEN?** (When will the research be carried out? When will there be benefits? Is it timely and what are my competitors doing in this area?)

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4. **HOW?** (How will the research be conducted? Will the latest most appropriate technology be employed? Do I have the skill set and the time available?)

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5. **WHERE?** (Where is the research taking place? Will it provide the appropriate environment and training for me and my research?)

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6. **WHO?** (Who does the research affect? Who else is involved? Who can champion this research idea? Who do I need to communicate the findings to?)

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