# Instant Project Summary
Hearts & Sciences - Elisabeth Andrews
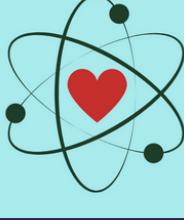
Use this guide to describe your **Research Hero's Journey**

Goal + Rationale

Knowledge Gap

Methodology

Specific Advantages

This framework is designed to help you clarify your research project for reviewers, funders, and collaborators **who may not be in your specific research field.**
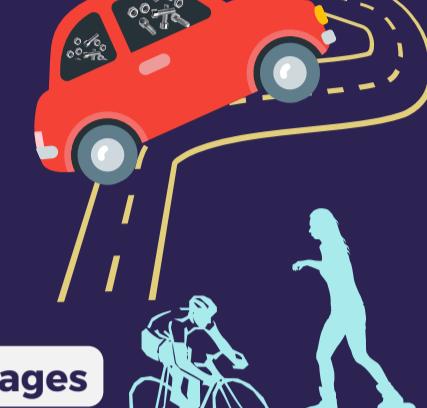
Goal and Rationale

- What does **success** look like?
- How will you know you have reached it?
- Why is that **better** than what we have now?
- Who or what is going to **benefit**?

Knowledge Gap

- Why aren't we there yet?
- What **information** is missing?
- What **relationships** do we not yet understand?
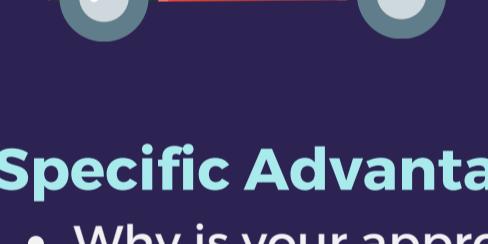
Methodology

- How exactly will you close that gap?
- How will you **obtain, interpret, and assess** that information?
- Why do you need the money?

Specific Advantages

- Why is your approach **better than alternatives**?
- What are they **missing** that you can provide?
- How is your approach the **critical next step** that advances the state of the art/scholarship?

Try this language as a first-pass starting point
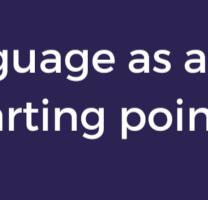
- The goal of this project is to ...
- This work addresses the problem of ...
- Researchers have not yet examined the effects/influence of ...
- This project will close this knowledge gap by ...
- This information will be interpreted through ... in order to assess ...
- Other approaches to this problem have failed to ...
- This project overcomes this limitation by ...
- Our team brings unique ... allowing for...

Mistakes to Avoid
- jargon
- too vague
- no inspiring long-term vision

I'm Elisabeth Andrews, a research strategist and workshop facilitator who helps faculty members translate complex ideas into clear, compelling narratives. My work draws on two decades in science communication and a deep understanding of academic culture.

Bring this resource to life with an onsite workshop - elisabethandrews.com/workshops