Instructions for preparing and delivering your elevator pitch

Goal: Describe a potential research idea that could be used to develop a team-based research proposal. In doing so, consider the following:

- Develop an idea that is not directly related to your dissertation work, though, it's fine if it is tangentially related. You want to be interested in it, but you want to allow yourself to expand beyond your "dissertation silo."
- You should be thinking about a potential project that would require skills beyond what you bring, and that could leverage the skills of other students in the class.
- You should also be thinking about the interests and skills of your potential teammates (e.g., the rest of the class). That is, you want to bring forth an idea that others would also be interested in pursuing.
- You should be able to "back-up" your idea with potential data. If your idea is selected, the team will need to conduct preliminary research (e.g., data analysis, modeling, etc.), with the goal of including preliminary results in the proposal.
- Feel free to discuss ideas with your classmates; you are welcome to propose a project idea developed by multiple people in the class, but each contributing member would still present their own take on the project following the guidelines below.

Guidelines: Prepare your elevator pitch according to the following guidelines.

- Prepare one slide that you can use to "sell" your idea. Avoid too much text. Potentially incorporate images. Animations are okay.
- Prepare a 2-minute "pitch" to describe your idea. In doing so:
  - Avoid jargon that may not be familiar to other participants.
  - Identify the types of skills and expertise that are likely needed.
  - Indicate the skills / expertise that you bring to the project.
  - Provide a brief description of the potential data (or models) that would be used in preliminary analyses.
- Create your slide in this shared google deck by **8 am Tuesday Sept 5th**:
  - 🟨 1-slide elevator pitch

Considerations: While there are 18 students in the class, only 3-5 teams will assemble. So, there's a good chance that your idea may not be selected. During the post-pitch discussion, be prepared to think about how your idea could be combined with another idea. Or, how you could modify your idea to be more attractive to other potential team members. Or, be prepared to "give up" your idea in favor of supporting another idea that could be better suited to a team-project involving students from the class.

Looking ahead: Once the class has agreed upon their projects that will form the basis of the team-based research proposals, we will officially assemble teams. Think of a good name for your team!

Each team will begin work towards producing their collaborative research proposal. We have several class sessions dedicated to helping you and your team achieve your goals. Your team will develop an NSF-style pre-proposal that follows NSF's "Proposal Guide" (Part I, Section II is most relevant). You only need to provide the following components:
- Project summary (1 page)
- Project description (5 pages)
- References (unlimited pages)
- Data management plan (2 pages)
- Biosketches (2 pages, following on of NSF's approved formats)
- Use Time New Roman 12 point font for all sections.

If your team gets excited about the proposed project and would like to pursue the research in the future, you could submit an application for a T3 team-based research award to help your team pursue the project (email Rohan Boone, Rohan.Boone@nau.edu, if you're interested in T3 funding). There's also the possibility that your team could register for research credit in a subsequent semester to work on the project, under the guidance of a faculty member.