



What is the Big Idea?

*What is the Overt Benefit of the study? Answer: What's in it for the reader?
What are some compelling title candidates?*

Data / Learning Moments

Where does the data come from? How do you know?

What critical hypotheses are required to confirm this opportunity?

- 1.)
- 2.)
- 3.)
- 4.)

What needs to be learned?

What is the contribution to the field?

Which features make your paper appealing to both logical and emotional conversation threads in the field?

How would it be prototyped and tested?

What skills and unique methods of analysis are required? Do you have a reasonable research path?

What are the desired journal targets?

How do accept/reject decisions get made?

How might this fail?

What keeps you up at night?

What are some key milestones?

- 1.)
- 2.)
- 3.)
- 4.)

How will you manage this paper's development?

What resources are required?

- 1.)
- 2.)
- 3.)
- 4.)

What value will they produce?