# Pitching your project

1. *Pitch your project in 20 lines by answering the following questions:*
   * **Pitch the project by answering these questions**
   * *What are the unique ideas of the research project?*
   * *What is the scientific purpose of the project?*
   * *How does the project make a societal impact?*
   * *Who is involved in the project?*
   * *What are the estimated costs?*
2. *Write a key sentence, that channels the energy, uniqueness and deep necessity of the project; this sentence shows the ‘perfect match’ between applicant and contributor*
3. *Coin a project title – what would the headline be if your project was featured in a newspaper article?*