# What helped me to get an ERC grant: Suggestions to *applicants* and the *university*

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Grants Week
November 26, 2025

# My suggestions to applicants



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Content = exciting story

exciting ground-breaking:

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2. excite others – formulate an “elevator speech”

& feasible: your top results in the area

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- clear? No, clearer!
  1. get the proposal destroyed as many times as possible
  2. use everyone once only
- story not a dry list

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Motivate = set very explicit incentives
Enable = help organizing time&feedback