**Guidance on Crafting Specific Aims Page**

**A. Introductory Paragraph:**

1. *What is the topic?* Start with a concise, interest-grabbing sentence that introduces your topic and establishes the relevance of the proposed research. The topic should be central to your field and one that people are invested and interested in solving.
2. *What is the gap?* Summarize current knowledge and then highlight a gap or unmet need that the proposed research will address. A clear, single problem is essential to a good proposal. This component of the specific aims page is of the utmost importance.

**B. “What, Why, Who” Paragraph:**

1. *What is the long-term goal?* Include a statement addressing the “big picture.” Propose an approach to solving the gap or unmet need.
2. *What is the objective?* Discuss what your proposed research aims to accomplish, which should link back to the gap in knowledge or the unmet need, emphasizing the product, not the process. Explain why these research aims have yet to be accomplished, including why you (and potentially your team) are the appropriate and most qualified people to conduct the proposed research.
3. *What is the central hypothesis?* The central hypothesis must link to the objective since it will be accomplished by testing the central hypothesis.
4. *What is the rationale?* The rational explains why you want to conduct the proposed research and emphasizes what will be possible after the research is conducted that is not currently possible.

**C. Aims Paragraph:**

For each aim, write a short descriptive title and include a brief description of the activities to be performed, hypothesis to be tested, and/or outcomes predicted by the hypothesis. The aims should have clear, measurable outcomes and be consistent with the central hypothesis. The format below can help you get started:

Aim #: To X, we will Y.

* X is what you will do.
* Y is how you will do it and can be divided into sub-steps in a numbered or lettered list, as needed.

**D. “Payoff” Paragraph:**

1. *What is innovative?* Describe the novel features of the proposal.
2. *What are the expected outcomes?* Describe the expected products and the payoff of the research being conducted.
3. *What is the impact?* Describe how the research will advance the field or improve human health (very important for the NIH), tying back to the “big picture” mentioned previously.