What are the identified needs from the solicitation and/or program?

Example 1: More effective breast cancer pre-screening methods are needed.
Example 2: The bandwidth for wireless cloud computing is insufficient for real time gaming.
Example 3: Methods to study and correlate common core curricula to gender are requested.
Example 4: Art that combines at least a four sense experience on an urban theme is requested.

What are the objectives of the proposed work, are they linked to the need, and in context?

Example 1: To increase breast cancer prescreening success rate by a factor of two.
Example 2: To exceed the bandwidth requirements for real time gaming.
Example 3: To understand how CCC can be adapted and enhanced for each gender.
Example 4: To generate an exhibition that meets the sensory and theme requirements.

What are the aims of the proposed work, and are they aligned with the proposed objective and program need?

Example 1: To demonstrate that the new test X is twice as sensitive as prior methods.
Example 2: To show that protocol Y improves transfer efficiency and meets requirement A.
Example 3: To design, build and test methods W and Z to study and correlate CCC to gender.
Example 4: To create a sight, sound, touch, and smell alleyway exhibition.

Does the investigator connect their research aims to the needs of the program?

Are risks/challenges identified?

Does the investigator identify how their work is new, novel, unique, and/or innovative from prior work?

Is evidence provided or cited to lead the reviewer to believe that the proposed work will succeed?

Does the investigator describe a plan to carry out the proposed work?

Is the impact or significance of the proposed research clearly stated?

Does the investigator describe a logical sequence of:

- problem → prior-art → new/proposed-art?
- significance → innovation → approach?