

Grant Hackers | Social Network Canvas v1.5

Grant Title:	
PI:	E-mail:
Co-Is/collaborators:	
Funding Body/Scheme:	Target Date:

Who to engage?	Before Writing	For Grant Hackers Scoring Card
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Connectors (2 to 4)		
Mavens (2 to 4)		
Salesperson (2 to 4)		

Innovators (2 to 4)		
Early Adopters (3 to 6)		
Early Majority (5 to 10)		
Later Majority (5 to 10)		
Laggards (2 to 4)		



Who are they?

- **Connectors:** scientists, industrialists, etc. who are masters at networking. Build your support network with their help; connect your social network to them so your ideas may travel further.
- **Mavens:** comes from Yiddish and means a person who knows a lot about lots of things. They might be colleagues who have deep knowledge of a subject and, crucially, are generous sharing it. Find them and learn from them, get their feedback.
- **Salesperson:** the proverbial charismatic individual that can drive a vision forward. They instinctively know how to articulate a message to resonate with different audiences. Give them a chance to help you to better sale your grant.

- **Innovators:** they are “out there”, with the craziest ideas, the vision - a bit reckless. They build breakthroughs. Get some of their spark by getting feedback from them.
- **Early adopters:** individuals who are not afraid of rapidly trying, and often discarding, new ideas; they are intellectually promiscuous, trendsetters, and because of this they can give you a good hint about the appeal and stickiness of your grant.
- **Early majority:** they are attuned to incoming innovations and have both an ear for newness as well as their feet in the ground; they consolidate a trend. They could help you doing a “reality check”.
- **Late majority:** they follow the herd; can give you insights of how conservative individuals perceive your proposed ideas or methodologies.
- **Laggards:** ultraconservative mind-set, adapt to change very reluctantly. They are your worst case scenario for a reviewer, thus learn upfront what they think about your ideas.

