



# CoLab Project Pitch Guidelines

## Overview

This document provides guidelines for preparing a brief written “project pitch” for CoLab funding consideration. This allows CoLab’s staff and Advisory Board to consider and provide feedback on a potential research project before inviting the applicant researcher(s) to prepare and submit more detailed proposal materials.

CoLab does not accept unsolicited funding requests. Project pitches should only be submitted when explicitly invited by CoLab staff.

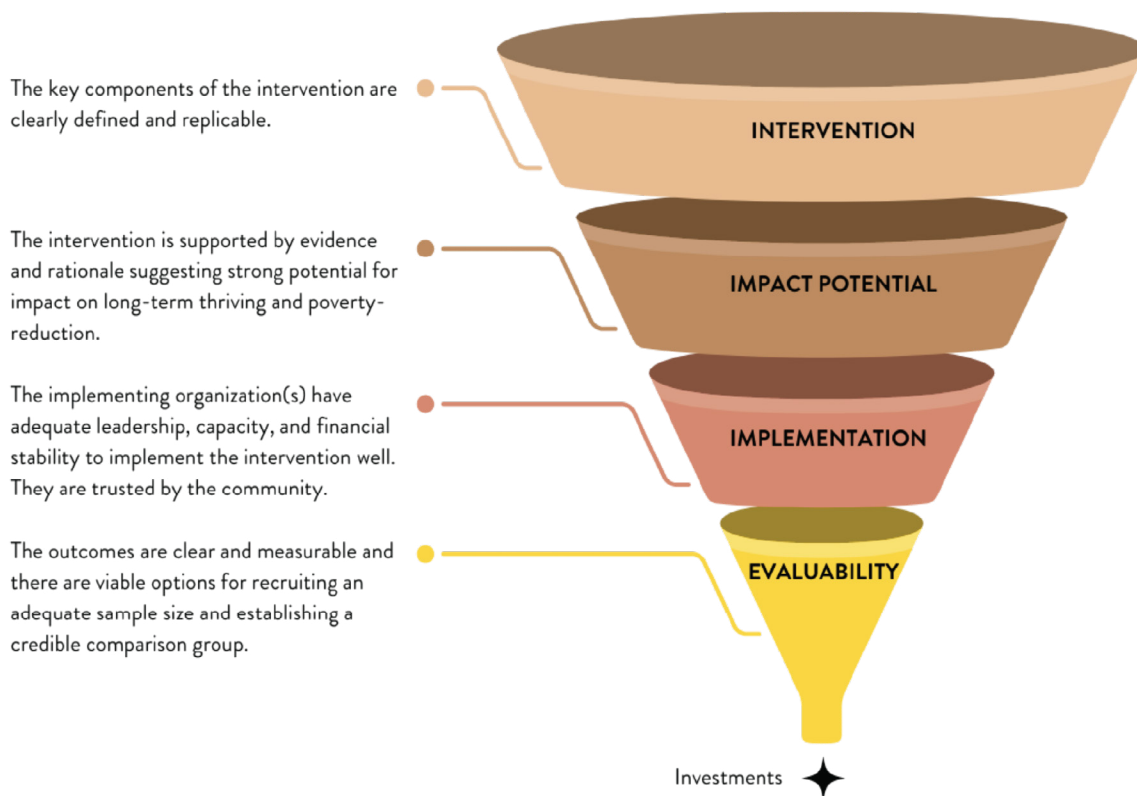
Please review [CoLab’s web page](#) for more information about our priorities, the “[What Does it Mean to be a CoLab Partner](#)” document for an overview of what we look for in considering potential solutions for longitudinal impact evaluation and nonprofit partnerships, and the Research Funding Requirements (provided under Resources at [www.constellationlab.org](http://www.constellationlab.org)) document for what is required when carrying out or planning a funded research project.

CoLab primarily funds the planning and conduct of longitudinal impact evaluation of promising solutions to international poverty and supporting long-term thriving. We prefer studies that make significant use of administrative data, sometimes along with survey data collection and/or qualitative research on program or policy implementation and participant experiences. In some cases, CoLab also funds formative evaluation or market research (“innovation grants”) when these are strategically important to preparing for a longitudinal impact evaluation that aligns with CoLab’s mission and value add.



The figure below outlines the four “filters” CoLab uses to help determine potential longitudinal impact evaluation investments.

### CoLab Decision-making Filters for Impact Evaluation Investments



## Guidelines

Please format your project pitch as follows: 12-point Times New Roman font, single-spaced text with a line space between each paragraph, numbered pages, and 1-inch margins on all sides. If you have a reference list, include it as an attachment. It will not be counted toward the page limit.

Please prepare a brief pitch that does not exceed 3 pages. The pitch should include the following headers and summarized information.

Please submit your project pitch to: [info@constellationlab.org](mailto:info@constellationlab.org).



## Project Overview

- Tentative project title. At this stage, a descriptive and intuitive title is appreciated.
- Tentative Principal Investigator/Project Lead.
- Tentative research organization lead.
- Contact information.
- Summary: A 2-4 sentence summary of the proposed study.



## Intervention

- The programmatic or policy intervention that would be the subject of the study.
- The focus population(s).
- Whether the intervention exists with a history of implementation or will be newly implemented as part of the proposed evaluation.
- The core components of the intervention, and indicate the extent to which they are clearly defined and replicable.
- Whether this would be a retrospective study of a former intervention or a prospective study of a new or expanded implementation of the intervention.
- Where the intervention is or would be implemented as part of the proposed study.



## Impact Potential

- Salient research evidence and rationale suggesting strong potential for the intervention's (or its components') impact on long-term thriving and poverty reduction and the study's primary outcome(s).
- Any compelling counter-evidence or rationale that might raise doubt about the intervention's impact potential.
- The value-add of the proposed study to the existing evidence and literature.
- Policy, systemic, or funding levers or discussions this study stands to influence to contribute to population-level impact. Who would use the evidence?



## Implementation

- If it is a programmatic intervention, what organization(s) is responsible for implementing the studied intervention? What is known about their capacity to implement the intervention well, and their experience and credibility in the communities in which the program will be implemented?

- If it is a policy intervention, what agency/system is responsible for implementation, and what is known about their capacity to implement the intervention well?
- Is funding for intervention implementation secured? If not, what are the prospects of securing funding for the intervention to be studied?



## Evaluability

- Likely impact evaluation design(s) for estimating intervention effects on outcomes, preferably through a randomized evaluation or robust quasi-experimental design. Specify the intervention and comparison conditions.
- Primary outcomes, short- and long-term. How outcomes and other key data might be obtained or collected. Administrative data prospects for longitudinal outcomes. Give as much of an idea as possible if specifics are not yet known.
- Sample frame and sample size potential. Give as much of an idea as possible if specifics are not yet known.
- Other pertinent information on the feasibility of a high-quality longitudinal impact evaluation.