

1 Introduction

Context/Need/Gap/Hero Funnel [**matthis`retinal`2022**]

1.1 Intellectual Merit

How we will advance knowledge

2 Broader Impacts

How we will help the world

3 Objectives

Like Specific Aims - what are the primary activities/deliverables?

4 Current Context

4.1 Technological Context

4.2 Social Context

4.3 Ethical Context

4.3.1 The Problem of Universities

4.3.2 The Problem of Journals

4.3.3 On Gardens and Cottage Industries

4.4 Need and Gap