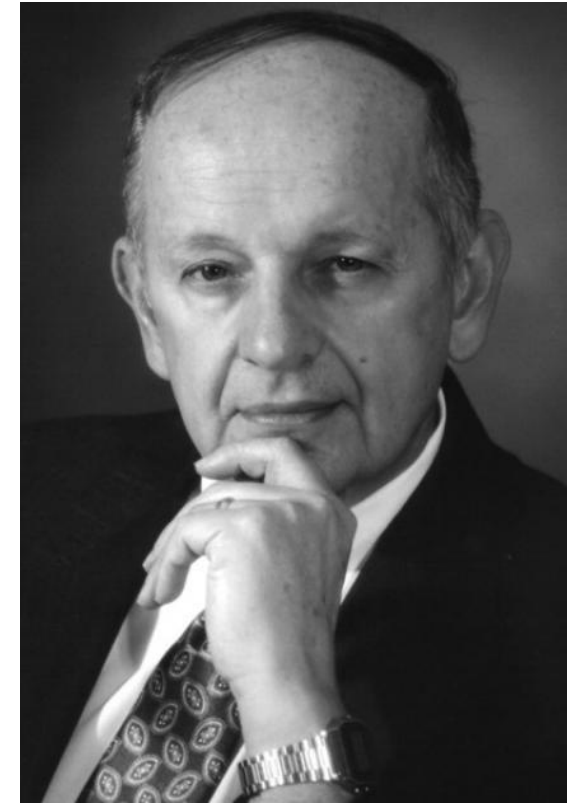


The Heilmeier Catechism

1. What are you trying to do? Why is it hard?
Articulate your objectives using absolutely no jargon.
2. How is it done today? What are the limits of current practice?
3. What is the new technical idea or approach?
4. Why do you think you will be successful?
5. Who cares? What is the impact if successful?
6. What are the risks and mitigations?
7. What will it cost? How long will it take?
8. What is your plan? How will the project be organized?
9. How will you measure your progress? How will intermediate results be generated?
10. What is your plan to commercialize the technology?



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May 22, 1936 – April 21, 2014
https://en.wikipedia.org/wiki/George_H._Heilmeier