Optimizing "Research Return": Pick a Problem Best for You

High (Potential) Impact

Your Passion

Your Resources
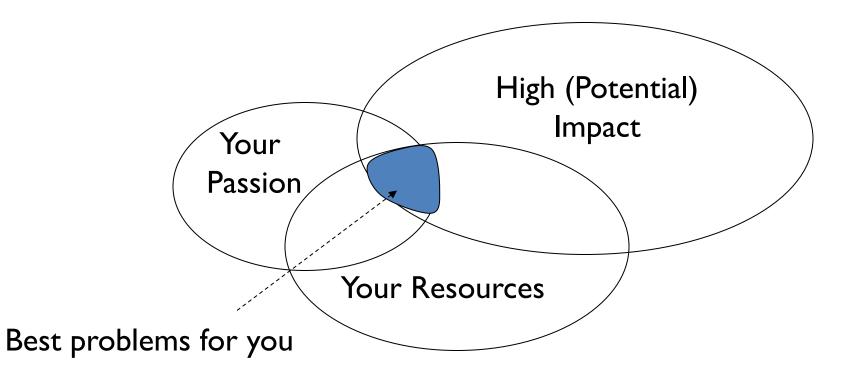
Best problems for you

Find your passion: If you can choose any job in the world, what would you do?

Test of impact: If you are given $1M to fund a research project, what would you fund?

Resources: How do you exploit your strength? What kind of collaborators can you leverage?
From "what I can do" to "what we can do (together)"