



ARVO Eye Pitch Poster Session Guidelines

The Bench to Bedside meeting will include eye and vision scientists with knowledge of the whole startup life cycle, from ideation and development to regulatory considerations and company buyouts, as well as fellow entrepreneurs. This poster presentation is your opportunity to pitch your early-stage company and receive some feedback about the challenges you will face over the next several years.

Schedule on May 1, 2020:

6 – 6:45 am: Mount poster on available poster boards (boards have not been pre-assigned, so you may mount your poster at the first available board)

Location: Market Fresh Café Lobby, Baltimore Convention Center, 1 W Pratt St, Baltimore, MD 21201

6am – 7pm: Poster viewing

6 – 7pm: Poster presenters should be at their posters to answer questions

Content guidance:

Your poster presentation should focus on how the idea developed and your plans to bring it to market. You should focus on the big picture. Here are examples of the types of information to include in your poster and/or your talking points, using graphs, timelines and other visuals where possible:

Background

- What disease or health care problem are you addressing?
- Include data on the epidemiology and current standard of care
- Include patient survey data/quotes if possible

Your idea/competition

- What product did you develop?
- How will it specifically address the problem identified?
- How are you and your company uniquely positioned to develop this product?
- What is the competitive environment? What other products are currently available or are in development that would compete with your product?
- Demonstrate how your idea works, using either animal or human data. Bring a prop if applicable.

Patent protection

- What intellectual property protections do you have?
- Are you working with expert lawyers?

Funding secured/plans for funding sources

- What funding does your company currently have?
- What funding sources are you currently seeking and why?

Development path

- How do you plan to bring your product to market?
- What is the regulatory pathway to get the product approved and marketed?
- What will it cost to bring your product to market? How much of this funding have you already secured?
- Where are you on this pathway and how do you measure success?
- What data do you have that supports the feasibility of your program?

Team members/acknowledgments

- What skills does your team have that help ensure success in developing your product?

Dimensions and Mounting instructions:

The image area of the poster board is a maximum of 1.1 meters (44") high by 1.7 meters (66") wide (landscape layout). Materials, including the title, may not extend beyond the image area.

A limited number of push pins will be available in the poster area. Tape, fasteners or spray adhesive must not be applied to poster boards, or you will be charged for the damage they cause. Poster boards are not pre-assigned, so you may use the first available poster board.

Design tips:

- Keep materials clear and concise.
- Produce material that is legible from a distance of at least three feet.
- Use large print and shade or color block letters when possible.
- For legibility, a minimum font size of 28 points and a maximum of 600 words are recommended.
- Avoid the use of blue-green and magenta-violet, which appear gray to your red-green color blind colleagues.
- Avoid using red or green—up to 5% of the population is red-green color blind.
- The use of the ARVO logo on your poster is prohibited.
- Leave space on your display for your colleagues to leave notes.
- Include your e-mail address on your poster to assist viewers with contacting you.
- You may want to provide printouts of your poster as handouts.