



## B2B Pitch Submission Policies and Procedures

The Bench to Bedside (B2B) Organizing Committee seeks submissions of great ideas for new treatments, drugs or devices to be pitched to a panel of experts during the inaugural Bench to Bedside Meeting in Baltimore, Md. If you have an entrepreneurial mindset and little to no experience moving an idea forward through the pipeline, this session is for you. The experts in attendance know how to successfully navigate through unknown territory. Presenters will be selected through submissions for a 5 to 7-minute pitch. Experts will provide feedback at the end of each pitch with the session ending in a Q&A with the audience. These experts specialize in the eye and vision space and this is your opportunity to learn from the best.

The B2B Organizing Committee includes many successful entrepreneurs from various countries. A subset of the committee will review and select submissions for presentation.

### Pitch submission eligibility

Anyone with a great idea for a new treatment, drug or device in eye and vision research can submit a pitch. The organizing committee is especially interested in hearing about ideas and products early to mid in the development pipeline. Submitters do not need to be ARVO members but are expected to attend the B2B Meeting and present the work if selected. Each individual can submit one idea for consideration.

**Note:** The committee expects that any ideas being presented are already protected by any appropriate patent applications.

### Pitch submission policies

***Submission indicates the submitter's understanding of, and agreement to, all 2020 policies, procedures and guidelines.***

Pitches must be products or ideas that have been developed in part or in whole by the submitter.

The submitter must receive approval from any co-inventors, funders and other stakeholders for submission of the work to present at the 2020 Bench to Bedside Meeting.

An individual may submit only one pitch.

A pitch must be submitted with the intention that, if accepted, it will be presented by the submitter.

A submitter whose pitch has been accepted is required to register and pay the Bench to Bedside registration fee, attend the B2B Meeting, and make the presentation of the pitch.

Pitches will be scheduled for presentation on Friday, May 1 from 3 to 5:30pm. Mark your calendar now.

### Animals or human subjects used in research

The required acknowledgment of the submitter, acting as the authorized agent for all co-inventors, certifies the following:

If human subjects were involved in the investigation, I certify that any research reported was conducted in compliance with suitable accredited Institutional Review Board (IRB) or its equivalent (such as a human ethics committee).

If experimental animals were used in the investigation, I certify that any research reported was conducted in compliance with the "[Statement for the Use of Animals in Ophthalmic and Vision Research](#)" found on the ARVO

website.

## Preparing your pitch for submission

**It is important to craft clear and concise answers to the questions, with sufficient data where requested and available.** The questions are included below so you may prepare your answers in advance.

1. Share your “elevator pitch,” a brief overall description of the purpose of your treatment, drug or device and why it is a compelling opportunity. (maximum 50 words)
2. Provide a brief background about the disease you are treating or medical care problem you are trying to solve including epidemiology. (maximum 150 words)
3. Describe your idea for a treatment, drug or device and how it is going to address the problem described above. (maximum 150 words)
4. List any patents that you have filed on the treatment, drug or device, but have not been issued.
5. List any patents that you have been issued on the treatment, drug or device.
6. Indicate any funding you have already secured and share an approximate amount. Check all that apply.  
Options: No funding yet, NIH/Other government agency, Institutional grant, Company investor, Outside investor
7. Review the development path to get your treatment, drug or device to the market including cost and timing. (maximum 150 words)
8. Describe where your treatment, drug or device is on your development pathway and present specific metrics used to measure the progress. (maximum 150 words)
9. Describe yourself and your team working on the project. Please provide names, titles and experience and list whether they are part of the company or consultants/advisors. (maximum 150 words)

## Submitting your pitch

Pitches may only be submitted online through ARVO’s Open Water system. Pitches may not be submitted by mail or email.

Draft submissions may be saved by selecting “Save” but submissions cannot be edited after selecting “Save and Submit.”

The online [Pitch Submission site](#) linked from the Submission webpage is available Monday, Dec. 2, 2019, 9am, U.S. ET through **Wednesday, Jan. 22, 2020**, 11:59 pm, U.S. ET. After the January 22 deadline, the start of any new submissions will not be allowed; **no exceptions**.

Contact Emily Ware, Abstracts and Program Manager, at [eware@arvo.org](mailto:eware@arvo.org) or +1.240.221.2912 for any assistance during submission. A confirmation email will be automatically generated once you submit your pitch.

## Pitch review criteria and notifications

Pitches submitted as of 11:59pm, U.S. ET, on Wednesday, Jan. 22, 2020, will be reviewed by members of the B2B Organizing Committee. All decisions will be communicated by Wednesday, Feb. 19, 2020.

The reviewing process is strictly confidential, and all reviewers have agreed to the following: "I understand the confidential nature of the pitches, and I will not discuss their contents with any individual, nor will I make copies of pitch content for my own or others' use. Also, I will not review any pitches where a conflict of interest may be perceived, i.e., ideas on which I have worked or consulted, or where I may be reasonably considered to be a competitor."

Pitches will be evaluated primarily on the importance of the problem being solved and the novelty of the proposed approach. The organizing committee seeks products in a range of development stages and will judge overall submissions accordingly. E.g., a product in clinical trials is expected to have a more well-developed timeline for product release than a product that has just received a patent.

Accepted pitches will be scheduled for presentation on Friday, May 1 from 3 to 5:30pm. Mark your calendar now. Changes to scheduled presentation times cannot be made; no exceptions. More guidance regarding expectations for the presentation will be provided on acceptance.