



EYE on
the
CURE

supporting vision researchers of tomorrow

EYE ON THE CURE 2021

COMPETITION AND EVENT GUIDE

TIMELINES

Application Due	July 16, 2021
Finalists Announced	Late July (tentative)
Eye on the Cure In- Person Filming	November 7, 2021
Eye on the Cure Broadcast to Public	November 13, 2021

DESCRIPTION

- The goal of this competition is to raise funds for and awareness of vision research and inspire Canadians to support vision research.
- Three early career vision researchers will be chosen to compete head-to-head at a live event for awards to support their research. Winners will be chosen by a panel of celebrity judges and an esteemed academy of online jurors.
- The three finalists will be chosen based on their scientific proposal and their ability to communicate the importance of vision research and inspire Canadians. We are looking for expertise but also someone who communicates the value of vision research with clarity and passion. Think Dragon's Den meets TedTalk!

FUNDING

- Award Funding
 - \$50,000 Judge's Choice Award
 - \$30,000 People's Choice Award
 - \$10,000 Inspiration Award(s)

All three finalists go home with at least \$10,000! If a single finalist wins both the Judge’s Choice and the People’s Choice Awards the two remaining finalists will each receive a \$10,000 Inspiration Award.

ELIGIBILITY CRITERIA

This competition is geared to early career vision researchers who are studying blinding eye diseases. The strongest applicants will be “pitching” a research project that is currently underway or for which there is preliminary data. You are eligible to apply if you are undertaking vision research and are:

- A PhD student or Postdoctoral fellow or/
- Enrolled in a clinical doctoral degree (OD, MD etc.), residency or fellowship program or/
- An early-stage investigator, having held an academic position for less than 3 years

APPLICATION PROCESS

There are two stages to this competition. In the first stage, candidates will submit an application (written and video components) by **July 16, 2021**. Three finalists will be selected to move on to the second stage where they will present their work in person in Toronto on **November 7, 2021**. More details about each stage are found below.

If you have any questions, please contact Larissa Moniz, Director, Research and Mission Programs at research@fightingblindness.ca

Stage 1: Apply to be a finalist (due July 16, 2021)

Please submit all application components in English through [this OneDrive Link](#).

All written components (Section 1-3) should be submitted as a single PDF document.

Section	Format	Section Description
1	Application Form	Eye on the Cure Application Form: Found on fightingblindness.ca/research/for-researchers/ . Electronic signatures accepted.
2	Free text, 500 words	Research Proposal: Provide a brief description of the proposed research including significance, aims and



		objectives, approach and research methods.
3	Free text, 3 pages maximum	CV: Maximum 3-page CV that showcases key accomplishments.
4	Video, 2 minutes maximum	Video: Please introduce yourself and provide answers to the following: <ol style="list-style-type: none">1) Tell us about yourself: who are you, where do you live, what do you like to do with your free time?2) What drew you to a career in vision research?3) Tell us (briefly) about your research project and how it will benefit the vision loss community Please aim your answers at a lay audience. Think about how you would talk about your research to a family member or friend who doesn't have a science background. Preferred video format: MP4 file format, filmed HORIZONTALLY. Videos made with your phone are acceptable.

Review Criteria

The goal of this competition is to raise funds for and awareness of vision research and inspire Canadians. Therefore, the three finalists will be chosen based on the calibre of the candidate and research project and the candidate's effectiveness as an ambassador for vision research. Other factors under consideration may include the disease and research area as well as regional representation.

Stage 2: Three finalists move on to the Eye on the Cure Event

The Eye on the Cure event has two components. The first component on November 7th will be a live filmed event where you will present your project to a panel of judges and online jurors. If safe we are asking candidates to travel to Toronto (expenses paid) to participate in this event. The second component on November 13th is a ticketed, online broadcast event. Footage from the



November 7th filmed event and other pre-taped content will be combined for the online broadcast event. Ticket holders will get to vote on the People's Choice Award.

Here's what's expected of the three finalists:

Filmed interview (September 2021): FBC will engage a professional film crew located in your area to film an interview with you about your project and interest in vision research. The final, edited 3-minute interview will be broadcast during both the November 7th event and again on November 13th. Prior to your interview, FBC will provide you with the questions and with a media coach (via ZOOM call) to assist you with your on-camera presence.

In person presentation in Toronto (November 6-8): If safe, FBC will arrange for the three finalists to be flown to Toronto: arriving November 6, presenting November 7, departing November 8. Candidates should prepare a 5-minute presentation with accompanying slides and be comfortable answering questions from the judges (consisting of on-air personalities and Vision Industry leaders). The presentation should be engaging and in language that is clear to a lay audience.

The Judge's Choice award winner will be announced on November 7th. The People's Choice and Inspiration awards will be announced after the November 13th broadcast.

Social media engagement is highly encouraged! We want your help to raise awareness of the competition and to promote ticket purchases for the November 13th virtual broadcast. Remember anyone you convince to buy a ticket is eligible to vote for you for the People's Choice Award! Tickets will be available on the event website fightingblindness.ca/eyeonthecure closer to the event date.