



JOY 2020 ACADEMIC GRANT GUIDELINES

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ABOUT JOY VENTURES & THE JOY GRANT PROGRAM

Joy Ventures aims to facilitate the creation of a joint, inter-disciplinary, collaborative ecosystem between academia and industry. The goal is to implement the latest advancements in neuroscience, technology and related fields for improving the everyday human experience and emotional well-being by cultivating mental resilience, reducing mental vulnerability and allowing people to cope beneficially with difficulties and challenges of daily life. Joy's long-term goal is to support science backed consumer products that enhance emotional wellbeing in the healthy population.

The Joy Grant Program is an annual effort to support research in the neuro-wellness field, 2020 is the fourth year of the program. The program provides, each year, up to US \$1 million (in aggregate) funding, to proposals consistent with the program's goals, through a competitive application, review, and selection process.

Selected proposals in the technology or novel intervention tracks will be funded with amounts of \$40,000-\$50,000 per annum, for two years, beginning January 2021; selected proposals in the pilot track will be funded with \$20,000 for up to one year.

The grant does not support clinical studies and studies that focus on mental or physical diseases. To get a better idea of the research we seek to support please visit our Grantees website page.

JOY GRANT GUIDELINES

The Joy Grant application process contains two main stages: The Letter of Intent (LOI) and upon approval, the Full Proposal (FP) stage. LOI's will be submitted in the first stage. Only applicants with approved letters of intent will proceed to submit a FP. Invitations to submit a FP will be preceded by a face to face guidance meeting with Hagit Alon, Joy VP of Scientific Affairs and Cilla Zack, Academic Program Manager.

1. Application Procedure and Timeline. The 2020 cycle will have a single deadline. LOI (extended abstracts of up to 1.5 pages, see more below) must be submitted by June 30, 2020. LOI submitted on or after June 1, 2020 will be considered for the 2021 cycle.



Announcements regarding LOI submissions will be provided up to two months post LOI submissions and no later than July 31, 2020. Invitations to submit a Full Proposals will be preceded by face to face meetings which will be conducted until the end of August 2020.

The deadline for submitting Full Proposals will be September 30, 2020

The Joy Scientific Committee meeting will be held during December; Notifications to applicants regarding decisions will follow by the end of December 2020.

Formal Research Initiation & Funding: 01 January 2021.

2. Scientific Committee: The Grant's Committee consists of leading researchers in the field, who serve as our Scientific Advisors. Full proposals will first undergo peer review of at least two reviewers. The Joy Scientific Committee will then review and evaluate short-listed proposals to decide which projects will be supported, subject to approval by Joy Board of Directors.

3. Funds allocation: Allowed salaries/scholarships may include those for post-doctoral, PhD or master students, research assistants, technical services & support. The grant funds may be used for equipment & lab testing, supplies, animal costs & travel. The grant will accept allocation of up to 15% for institutional overhead or indirect costs.

4. Reporting policy: Written reports will be submitted twice a year and will include description of progress, achievement, obstacles and products. Joy Ventures will supply a reporting template. Joy Ventures representatives reserve the rights to visit the researchers in their facility for informal pre-arranged periodic review meetings.

5. Payments are subject to milestone completion. The sponsoring institute is responsible for fiscal management. Payment terms-upon milestone completion: 50% of the annual funding at the beginning of the first year of research (after completing formal approval of terms and agreements and acceptance of an invoice produced by the research institute); Thereafter – each project will be funded based on agreed milestones in the workplan.

For additional information please contact Cilla Zack: cilla@joyventures.com

ELIGIBILITY

The grant will support research performed in academic education centers (universities and colleges) and medical research institutes in Israel and around the world. Collaborations between various academic disciplines, different research institutes, and/or with industry are highly encouraged.

Applied approach is encouraged. We welcome basic research proposals as long as the future application of the research is clearly stated, and the results may benefit healthy population.

We support studies on human subjects that ultimately target healthy populations as opposed If your research focus on animals or clinical populations talk to us first



Who can apply for the Joy grant?

- ✓ Lab heads and principal investigators
- ✓ Post-doctoral fellows
- ✓ PhD candidates (with supervisor approval)

Joint interdisciplinary teams from any discipline are invited (neuroscience, psychology, life sciences, medicine, engineering, computer science, physics, humanities and others) to apply. Inter-disciplinary teams of researchers from exact/ life sciences, together with researchers from social sciences and humanities are **avored and strongly encouraged**.

LETTERS OF INTENT

Letters of Intent Should Include: An extended abstract of the proposed research which will not exceed 1.5 pages, containing the following elements:

- ✓ An abstract (no more than one page) – detailing the motivation for the research, methodology, expected outcome and expected impact. In addition, the abstract will describe the novel aspects of the research, whether it is inter-disciplinary and/ or “high risk, high gain”.

The abstract one-pager may include a figure. The list of References, however, may be submitted separately and will not count towards the abstract’s one-page limit.

- ✓ A personal introduction (no more than half a page) – shortly describing you/ your team’s qualifications to carry out your proposed project, and why you/ your group should execute this study.

PhD students and post-doc fellows will also include a separate letter of support from their supervisor.

To submit your LOI please visit our website - Academic Grant Page, under Academia.

FULL PROPOSALS

Upon LOI approval, full proposals may be submitted and should include:

1. **Cover Page** - clearly stating your proposal title, listing below all Principal Investigators (PIs) by name and title, including their phone numbers, email addresses and affiliated research institute(s).

Note, the title of your proposal should inform readers about the essence of your project, it should be concise yet sufficiently descriptive.

2. **Abstract** - providing a brief (approximately 400 words) summary of your proposal – including the following: background and problem statement, proposed approach, the main research question, the proposed method, expected results and impact, novelty factors, applicability.

Note, the abstract should stand on its own, and not refer the reader to points in the proposal.

3. **Research Proposal** – this section should not exceed 5 numbered, single-spaced pages, in 12-point font with one-inch margins and, should include the following eight subsections:
 - I. **Background** - clearly articulate the challenge your project aims to address (both in terms of broad emotional wellbeing challenges, as well as specific issues), include the scope and history of previous efforts to address the problem with reference to supporting evidence.

Please note, your research should address one or more themes stated in the call for proposal. Please see below a summary of the Joy Call for Proposal Themes and Topics of Interest for your reference.
 - II. **Conceptual Research Approach** - briefly restate your problem statement and describe how your project will address the problem(s) by indicating which measurable outputs you plan on using, their expected outcomes and how they shall help you achieve your goals.
 - III. **Methodology** - this section should include your proposed research design, number and description of participants (and why that number is enough to prove your point), measuring instruments – why you choose them (are they valid and reliable?) and lastly, the proposed procedure – how do you plan to carry out your study.
 - IV. **Novelty** - please specifically state what are the novel aspects of your study and, what is the expected impact to the field and its significance. For example, will you be using new methodologies, technologies or cover new theoretical territory?
 - V. **Expected Results and Outcomes** - briefly outline your expected results, how you will analyze and interpret them, and how will they address your research goals.
 - VI. **Expected Impact and Applicative Potential (even if in the far future)** – Elaborate as much as possible how your proposed research may potentially impact human emotional well-being, improve regulation of emotions in personal and social context or increase mental and physical resilience under challenge etc.
 - VII. **A Two-Year Research Plan and Milestones** - how do you plan to stage and conduct your study tasks? Describe events and milestones that should occur at a specific point in time to ensure your study's progress and completion in a timely manner. Please use a table with dates and numbers in addition to your description.
 - VIII. **Collaboration, Contributions & Responsibilities** - collaborations are highly encouraged by Joy Ventures. If relevant, briefly describe any collaborations between different academic research groups and within academic research groups involved



in your research. For team proposals, please provide a short summary of who will have responsibility for which tasks.

4. **Preliminary Relevant Data** - if exists, please include to help your application in two ways: demonstrate that your proposed research is promising and that your ability to carry it out is credible.
5. **A Full List of References** – a detailed list of references cited in your proposal and abstract.
6. **Detailed Budget Statement** – a tabulated column/ dollar amount format of plans for the full research term, including detailed itemized budgets for each year.
7. **Short CV of the Leading Researchers Involved in the Proposal** – no more than 2 pages for each PI.
8. **Statement/ Approval of the Affiliated Institute for Submitting the Proposal** – by the financial officer and/or research authority, indicating applicants name.

Please Note:

- ✓ The Research Proposal (section no. 3 Items I-VIII) should not exceed 5 numbered, single-spaced pages, in 12-point font with one-inch margins.
- ✓ The cover page, abstract, preliminary relevant data, list of references, budget, CVs and affiliated institute statements do not count toward the 5-page limit of your research proposal (in other words, only section no. 3 items I-VIII will count towards the 5 page limit).
- ✓ Where relevant, please address the specific interests and feedback expressed by the reviewers of your LOI. Addressing reviewers' comments and feedback will not count towards the 5 page limit so you may do so freely.

THE 2020 NEURO-WELLNESS CALL FOR PROPOSALS

Innovative technologies, interventions and novel approaches in the field of neuro-wellness:

The Annual Joy Grant program aims to promote and contribute to the emerging field of neuro-wellness. Neuro-wellness focuses on improving or enhancing the resilience of the *healthy* brain towards stress, emotional imbalance and instability, and understanding their underlying mechanisms.

The support this year will primarily focus on innovative technologies and research that can potentially impact human well-being, improve regulation of emotions in personal and social context and increase mental and physical resilience under challenge.

We seek to support research efforts towards elucidating mechanisms that comprise and contribute to human wellness; generate new neuro-wellness-related knowledge through new implementations of existing data; or use state of the art scientific tools,

technologies and new modalities to generate new approaches for sensing, monitoring, modulating and stimulating the human brain and body.

THEMES AND TOPICS OF INTEREST

This year's call for proposals will cover a wide span of technological aspects and new interventions relating to neuro-wellness.

Proposals that will be considered for the 2020 grant will include early stage technologies, advanced research, or applied approaches that will eventually provide novel solutions for at least one of the following objectives (you will be asked to select one or more addressed by your research proposal in the submission page) – all focusing on healthy people:

- Novel non-invasive technologies aimed at intervention for emotion regulation or mood improvement
- New methods for emotion sensing and characterizations
- Sensory neuromodulation for improving emotion regulation or neuroenhancement to alter affective states in healthy individuals by non-pharmacological and non-invasive means
- Technological means for alleviating stress or uplifting mood
- Characterizing and understanding the neuroscience of habit formation and habitual behavior in humans
- Technologies affecting mind-body interactions
- Multiparametric big data approaches for understanding, monitoring and predicting moods and emotional states
- Human-machine interactions (such as brain-computer interfaces) for improved emotional wellbeing in healthy individuals
- Basic science of emotion regulation, resilience, homeostasis, allostasis

GRANT TRACKS AND SELECTION CRITERIA

Applications for the 2020 grant call must be assigned to one of three tracks:

- (i) **Novel technology track:** This track covers novel technologies that are being developed or can be utilized towards one of the grant topics of interest. This track is also open to novel technologies that were developed with other applications in mind but could be repurposed to fit the Joy grant themes.

Selection criteria for the "Novel Technology Track":

- (a) Novelty (20%)
- (b) Likelihood of implementation and applicability (20%)
- (c) Expected impact in the field (20%)
- (d) High research quality (20%)
- (e) Facility / Feasibility (10%)
- (f) Collaboration among various disciplines and/ or industry or a "high risk, high gain" study (10%)



(ii) **Novel intervention track:** Studies that are relevant for this track are those that aim to suggest or test a novel intervention relevant to one of the listed objectives. Such interventions must:

- Make use of technology
- Show a specific objective effect on emotional wellbeing
- Address future application of the research

This track is not open to researchers with an active grant from Joy.

Selection criteria for the “Novel intervention track”:

- (a) Novelty (20%)
- (b) Expected impact in the field (30%)
- (c) High research quality (20%)
- (d) Completion feasibility within the 2y timeframe (10%)
- (e) Collaboration among various disciplines and/ or industry or a “high risk, high gain” study (20%)

(iii) **Small study and pilot track:** This track is for single year studies, intended mainly for technologies that are developed and should be piloted on healthy populations; small proof-of-concept studies or other small scale studies that are relevant to the grant aims. The maximum budget for this track shall not exceed \$20K.

Selection criteria for the “Small study and pilot track”:

- (a) Novelty (20%)
- (b) Likelihood of implementation and applicability (20%)
- (c) Expected impact in the field (30%)
- (d) High research quality (20%)
- (e) Completion feasibility within the 1y timeframe (10%)

For additional information please contact Cilla Zack: cilla@joyventures.com