

Michele Cleary, PhD

CEO

Health Research Alliance
Members Meeting
March 31, 2020



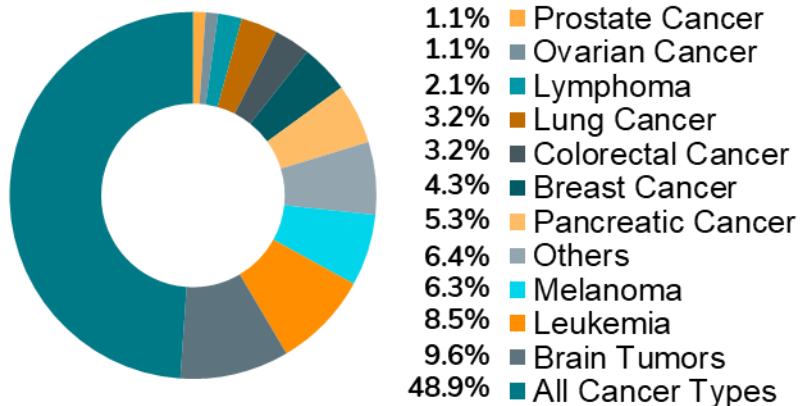
The Mark Foundation for Cancer Research

About us

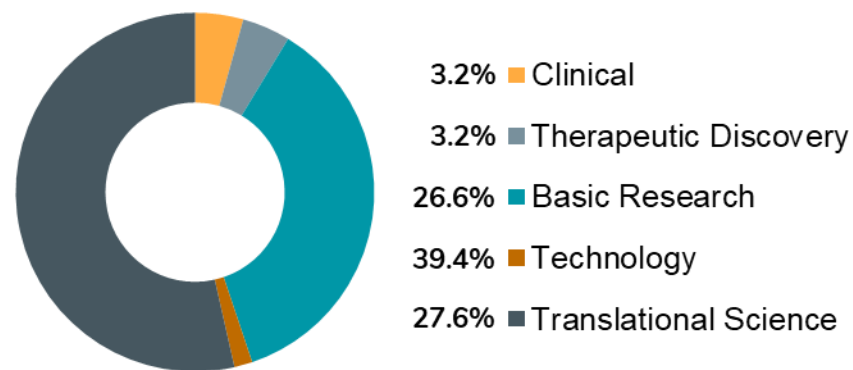
- Established in 2017
- Over half of staff are scientists
- Agnostic to cancer type
- Priority is on projects that have difficulty with traditional funding mechanisms
- Projects should have a line of sight to clinic
- Foundation also invests in early stage companies

Portfolio to Date

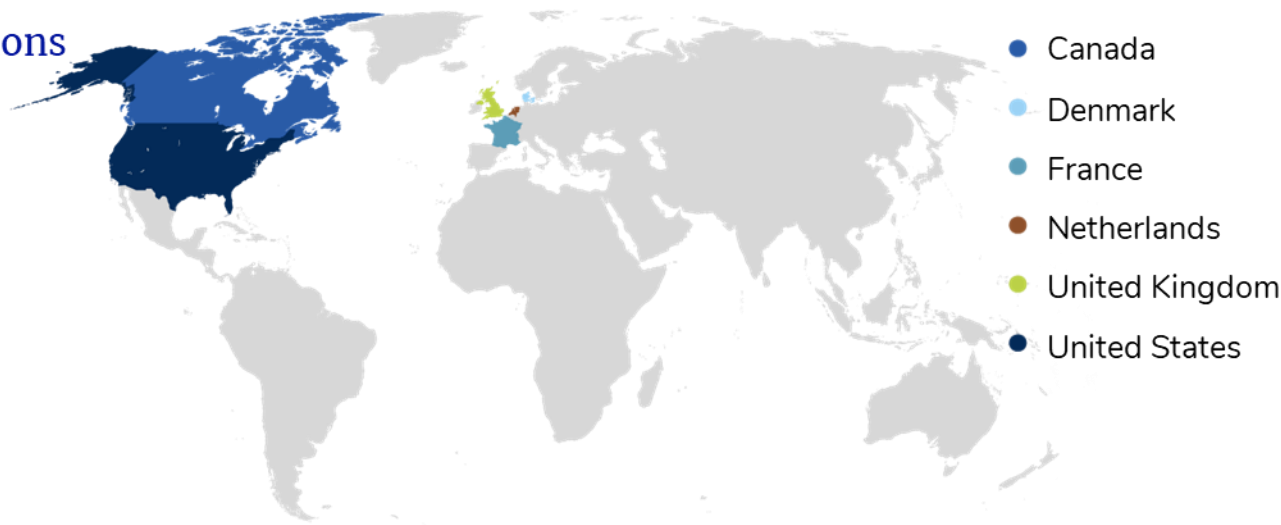
Funding By Cancer Type



97 Grants, \$85.7 Million Awarded



Over 50 Institutions
in 6 Countries



Grant Vehicles

Emerging Leaders

high risk/high reward projects
not covered by early career
investigator's major grants

ASPIRE (Accelerating Scientific Platforms and Innovative Research)

for blue sky projects pursued by investigators or teams striving for:

- Phase 1 - proof-of-concept for novel idea with potential for impact
- Phase 2 - further development of high impact ideas that have achieved proof-of-concept

Endeavor Teams

highly integrated multi-investigator, multi-disciplinary
programs aimed at changing paradigms in cancer prevention,
detection, diagnosis, treatment and patient care

Drug Discovery Partnership

Resources for key activities that advance
validated targets into preclinical
development

Postdoctoral Fellowships

co-sponsored with
foundation partners

Momentum Fellowships

nominated by Scientific
Advisory Committee members

Therapeutic Innovation Awards

for novel therapeutic solutions for
unmet needs in rare cancers

Mechanisms for Application Submission

Traditional Open Calls for Proposal

Emerging Leader Awards

Endeavor Teams (coming soon)

Drug Discovery Partnerships (coming soon)

Direct Invitation

ASPIRE Awards – Concept letters invited after meeting with scientists during site visits

Hybrid

ASPIRE Awards – RFP is open to attendees of a theme-oriented workshop

Co-funding

Various methods of co-funding with other organizations

Developing an RFA

Considerations

- Eligibility
- Submission window
- RFP language
- Target number of applications to be reviewed
- Review structure
- Conflicts with conferences or other grant programs
- Marketing strategies

Emerging Leader Awards

Three-year academic grants totaling \$750,000



LOI Deadline: Friday, May 10th, 5PM ET

For award details & FAQs, please visit
themarkfoundation.org.

Mechanisms for RFA Marketing

Marketing streams

- Email blasts
- Social media
- Network
- Site visits
- Publish in free listings
- Paid advertising in scientific journals or newsletters



Lessons Learned

- Traditional open calls for proposals work best when there is a common theme or thread among all potential applications.
- Innovation happens on an ongoing basis, not just once a year
- Ideas can often be articulated better when discussed face to face than on the written page
- There is value in iterating with applicants who have great ideas that need a bit more focus.
- Diversity across applicants most likely needs proactive management
- Meeting scientists and visiting sites is a valuable way to build rapport and shape great projects, however:
 - Requires significant bandwidth and appropriate expertise
 - Doesn't work during a pandemic

Thank you!



[THEMARKFOUNDATION.ORG](https://www.themarkfoundation.org)

1350 AVENUE OF THE AMERICAS, SUITE 2902

NEW YORK, NY 10019

TEL: 646.866.5950

