

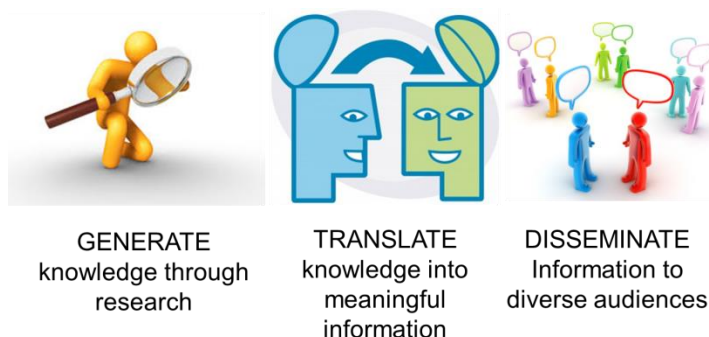
TCC Shark Tank
 Frequently Asked Questions (FAQ)

Q: I have significant experience working with vulnerable communities, but I am new to health policy research. Will I be a competitive applicant for the Shark Tank Competition and TCC Pilot Project Program?

A: YES! Investigators at various levels of research experience have successfully applied to the Pilot Project Program. We are looking for Shark Tank candidates who exhibit passion, expertise, and a commitment to advancing health equity. The most successful applicants will: 1) propose a well-organized and feasible concept paper; 2) demonstrate the knowledge and experience needed to carry out the project they propose; and 3) deliver a concise yet impactful pitch during the Shark Tank competition.

Please understand that the TCC Pilot Program is both a *funding mechanism* and a *research development program*. We work diligently with grantees to ensure their work is methodologically sound, has scientific rigor, and is executed with fidelity. We provide ample shared resources, capacity building opportunities, and technical assistance to support the development of our grantees.

Q: What do you mean by “dissemination” exactly?!



A: In order to effectively inform policy and practice, we must strategically translate our evidence-based research for diverse populations, and disseminate our work to effectively engage several audiences. To advance the science, TCC strives to make timely, meaningful contributions to the academic literature through peer-reviewed publications and other scholarly works. To advance practice and inform policy stakeholders, TCC develops and disseminates evidence-based issue briefs, white papers and other grey literature, summary documents, and innovative informational resources (e.g. infographics, multimedia presentations, etc.). TCC also participates in the academic and public health policy discourse through presenting work at conferences and symposia; leveraging new media (e.g. online journals and news outlets, blogs, social media, apps, etc.); disseminating content electronically via e-mail and websites, and hosting policy forums and summits.

We anticipate Shark Tank candidates will employ innovative, high-impact dissemination approaches to engage diverse audiences.

Q: We only have 2 pages of space for the concept paper....how am I going to cover all of this information? Where should I focus my attention?

A: Please address all items delineated in the Call for Concept Papers Announcement. We recommend that you focus particular attention on: 1) *what you plan to do*; 2) *how you plan to do it*; and 3) *how/why is what you are doing important to informing health policy and practice*. We expect you to be concise yet thorough in preparing your concept paper.

Q: Do I need to register to be considered for the Shark Tank competition?

A: Yes, event registration is required to participate in Shark Tank. Please register prior to submitting your concept paper: <http://www.morehousetcc.org/Summit2017>.

Q: If I am selected as a Shark Tank candidate, must I attend the Summit in person?

A: Yes. You must be physically present at the Summit to compete in the competition. All candidates must secure their own travel and lodging accommodations to attend the Summit. Please see the event webpage for more details on air travel and lodging: <http://www.morehousetcc.org/Summit2017>.

Q: We have only a few weeks to submit our concept papers?! How is this enough time to develop a quality concept paper?

A: The Shark Tank is intended to be a “rapid response” opportunity. As such, we expect prospective applicants to be strategic in their plans to submit a concept paper. Given the relatively short time frame for this opportunity, it may be wise to present a dissemination strategy you have already brainstormed to some extent. You may not have time to develop a research project from scratch.

Q: I was selected as a Shark Tank candidate! What next?

A: Congratulations! You will receive a formal invitation to the Shark Tank Competition via email approximately one week after the Shark Tank submission deadline. Please review your letter carefully, follow the instructions provided, and submit all follow-up items by the designated deadline. Failure to comply may result in forfeiture of your candidate status.

Q: I have never done a 5-minute pitch...this is very intimidating! What is the best way to prepare for the pitch and Q&A with the Shark Panel?

A: Brief pitches or “elevator speeches” are an effective method of conveying an idea or making a persuasive argument. The most effective presentations will explain your project in a way that is immediately understood by the audience. By the end of the presentation, the audience should understand why the project is needed, how the project will be implemented, and how the impact will occur. In general, it is best to avoid using jargon or abstract ideas. We strongly recommend watching episodes of Shark Tank to become familiar with the Shark tank pitch approach. We also strongly encourage you to practice your pitch often! Additional resources which may be helpful:

- [ASSETS: Great Social Enterprise Pitches 2016 \(YouTube video playlist\)](#)
- PitchMyResearch.com

- [The Elevator Pitch: Presenting Your Research in Conversation \(Gretchen Busl, PhD\)](#)
- [Australia Catholic University: 5-minute research pitch presentations](#)
- [Elevator Speeches Made Easy \(American Psychological Association\)](#)
- [3 Minute Thesis Competition: Purdue University](#)

The Q&A with the Shark Panel is designed to clarify any elements of your concept paper or pitch, and provide feedback to strengthen your proposed dissemination strategy.

Q: What are the ideal attributes of a strong pilot project application?

A: Pilot project proposals must demonstrate collaboration; scientific merit; solid policy relevance; high potential for policy impact; scalability; sustainability; and potential to obtain future funding.

Q: What expenses are allowable in the project budget?

A: Our TCC is fully compliant with all NIH Grants Policy Statement guidelines (<http://grants.nih.gov/grants/policy/nihgps/index.htm>). The following expenses are allowable under the Pilot Project mechanism:

- *Personnel:* Salary support and fringe benefits for investigators and key personnel should generally not exceed 25% of total budget, unless approved in advance. Please include full name, role on project, base salary, FTE on the project (based on calendar-months), salary requested, fringe benefits, and total cost for all investigators. Indicate names, role on project, qualifications, and specific role on proposed project for each personnel in the budget justification page(s).
- *Consultant Costs:* Please include expenses associated with all consultants, collaborators, and other parties who will serve a role in the execution of the project (e.g. evaluators, statisticians, etc.). Please note that stipends are not allowable expenses; all consultants must be paid by invoicing fees for services provided. Provide full justifications for all consultants in the budget justification page.
- *Equipment:* Please include all durable equipment that is essential to the completion of the project scope of work. Items costing \$5,000 or more shall be listed as “equipment” and are subject to approval.
- *Supplies:* Disposable office supplies, printing and copying, research related supplies, educational supplies, etc. Items costing below \$5,000 or less shall be listed as “supplies”.
- *Travel:* Mileage, transportation costs, and domestic travel when necessary to carry out the proposed research.
- *Inpatient/Outpatient Care Costs:* Care-related expenses directly related to carrying out the project scope of work.
- *Other Expenses:* Other allowable expenses necessary to carry out the project scope of work such as publication costs including reprints, development of policy briefs and other disseminable deliverables, etc.

Q: What budget items or expenses are NOT allowable?

A: The following expenses are generally NOT allowable:

- Secretarial/administrative personnel not directly tied to project scope of work (should be included in indirect costs).
- Student tuition and stipends
- Foreign travel, and travel not directly associated with the proposed project scope of work
- Rental or office/laboratory space
- Professional organization membership fees and dues, unless deemed necessary to complete project specific aims.

- Honoraria
- Purchasing and binding of periodicals and books
- Office and laboratory furniture

Q: Do we receive the full balance of our award upon final approval and contract execution?

A: No. Our institution does not allow “up front” payments. To receive initial payment you will be asked to participate in an orientation webinar, complete a time-phased work plan, and submit your first invoice. Invoice processing generally occurs within 45 days. Subsequent payment(s) will be based on completion of key milestones and deliverables delineated in the time-phased work plan.

For More Information:

You may refer to our TCC Summit Website for basic information: <http://www.morehousetcc.org/Summit2017>. Please submit all Shark Tank questions and comments to our TCC mailbox at tcc@msm.edu. Please contact our TCC Administrative Core if you have an immediate concern; please allow up to 24 hours for a response:

Divine Offoegbu, DrPH, MPH
TCC Project Manager
Phone: 404-752-1933

Jammie Hopkins, DrPH, MS
TCC Project Director
Phone: 404-756-8923

Follow TCC on Social Media!
Event Hashtag: #TCCsummit



@msmtccpolicy



msmtccpolicy



msmtcc



MorehouseTCC

The project described is supported by the National Institute on Minority Health and Health Disparities (NIMHD) Grant Number U54MD008173, a component of the National Institutes of Health (NIH) and its contents are solely the responsibility of the authors and do not necessarily represent the official views of NIMHD or NIH.