

A decorative graphic in the top-left corner consisting of a cluster of orange circles of various sizes, arranged in a roughly triangular pattern pointing downwards and to the right.

# Funding Support Services

## Service Description

July 16, 2020

Full description of the Funding Support Services offered by Tobii Pro.



## Summary

Receiving funding for research is difficult and even more difficult when it comes to eye tracking research. Therefore, the Tobii Pro Funding Support Services' objective is to assist researchers in successfully competing in the peer-reviewed grant application process to secure funding for their eye tracking research.

## Introduction

This document includes a full description of the Funding Support Services offered by Tobii Pro.

## Definitions

**Account:** A customer (government, academic, medical, or commercial entity) who purchased hardware, software, and/or services from Tobii Pro.

**Applicant:** Any person (existing or new customer) who submits a request for funding support.

**Budget justification:** A written document provided by Tobii Pro that applicant can share with a third party (i.e., decisionmakers, funding body). The document explains why a certain Tobii Pro eye tracking solution is needed for a specific use case proposed by the applicant.

**Customer:** A person who has purchased hardware, software, and/or services from Tobii Pro or a person affiliated with an account that has purchased hardware, software, and/or services from Tobii Pro.

**Letter of support:** A written document provided by Tobii Pro that applicant can include in their funding proposal and share with a third party (i.e., decision makers, funding body). The document describes the potential of the applicant's research proposal, as well as Tobii Pro's commitment to support the applicant and their research.

**Funding proposal:** A research plan or funding application written by the applicant for a specific funding call.

**Proof of concept:** A pilot project supported by Tobii Pro eye tracking experts that demonstrates that the proposed research plan by the applicant is feasible.

**Qualification process:** The applicant's research proposal is reviewed by Tobii Pro eye tracking experts regarding scientific rigor, feasibility, and innovation. Based on this process the qualified applicant will receive resources and support from Tobii Pro.

**Reference list:** A tailored selection of references related to the applicant's research provided by Tobii Pro eye tracking experts.

**Review of proposal:** Internal review of the applicant's proposal and feedback on the eye tracking components of the funding proposal.

## Funding application process

If you plan to incorporate eye tracking methodology into your upcoming research, do not hesitate to contact Tobii Pro's Funding Support Services. Under the Funding Support Services, qualified applicants are entitled to 4 hours of customized phone or web-hosted support. Through these Services, Tobii Pro eye tracking experts will provide guidance and support throughout the duration of your funding proposal. Areas of customized support include (but are not limited to):

- literature search of relevant eye tracking references
- letter of support
- consultation of data collection, analysis, and interpretation
- individualized budget justification
- feedback on the eye tracking components of the funding proposal.

## Commitment

Your success in securing valuable funding is vital for the progression of your research. We understand the complexity of the current funding climate when competing for those treasured funds. Therefore, Funding Support Services' aim is to support you during this journey and assist you in successfully competing in the funding application process. However, it is important to note that Funding Support Services cannot guarantee you to successfully receive funding for your research.

In addition, we understand that the funding application process often takes a long time, but Tobii Pro is eager to get back in touch with you after the final decision and we would like to know if you have received funding for your research. Regardless of the outcome, we want to get your feedback and understand how we can improve our services to increase the chances in securing funding for your research.

## Price

For qualified applicants with a current funding application including Tobii Pro eye tracking solutions, the Funding Support Services are free of charge. The program benefits are estimated to include approximately 4 hours of customized support (worth EUR 1'000) by Tobii Pro's eye tracking experts.

## Funding Support Services contact information

Funding Support Services will be delivered only if a funding proposal is sent in through an official channel. Funding Support Services may be contacted through <https://www.tobii.pro/learn-and-support/research-funding-support/> or our customer portal Tobii Pro Connect: <https://connect.tobii.pro.com>.