

## Call for proposals conducting research in partnership with Calm

Calm is the #1 app for Sleep, Meditation and Relaxation, with over 60 million downloads, averaging 75,000 new users daily and 2 million paying subscribers. Calm was an Apple BEST OF 2018 award winner and Apple's App of the Year 2017. Calm's mission is to make the world happier and healthier.

The goal of this proposal is to support research that will advance the scientific evidence for Calm (e.g., developing manuscripts, future grant applications). The research must be related to the following priorities:

1. The effects of Calm on mental and physical health outcomes (e.g., depression, PTSD, stress, anxiety, sleep, pain, heart rate variability).
2. The process (e.g., feasibility, dissemination, implementation) and effects of implementing Calm in an organizational level setting (e.g., workplace, schools).
3. Behavioral strategies to improve adherence to the app.

**The investigator must provide evidence for funds to support the conduct the study. *Calm will only support memberships to the app and provide app-usage data (e.g., content used, time spent, time of day) without cost to the investigator.***

Investigators should also have a strong research team (that includes a statistician) with experience conducting behavioral, preferably mhealth interventions. \*Post-doctoral students are not eligible to apply; investigators must be faculty at a US institution.

Investigators will be asked to sign a contract with Calm and provide evidence of IRB approval. Proposal timelines should not exceed one year from start to finish.

### Letter of intent:

Prior to writing a proposal, all investigators will need to submit a letter of intent. Letters should not exceed one page. Letters of intent will be reviewed and select investigators will then be invited to write a proposal. Proposals will be reviewed by the Scientific Advisory Board.

### The proposal should include the following:

- Aims (one page)
- Research strategy (not to exceed 6 pages):
  - Significance: Strong rationale for why the study is important and how it will contribute to science, specifically related to Calm.
  - Investigators (one page): Describe (briefly) each investigator including what their role will be in the project and in future publications/grants. Be sure to include expertise, prior federal or foundation funding, and prior success with clinical or mechanistic trials, depending on the proposal.
  - Approach: (1) study design, (2) preliminary data (if any), (3) description of why the target population is appropriate (4) recruitment plan and eligibility criteria, (5) outcomes and appropriate assessments, (6) data management and analysis plan, (7) challenges expected and how they will be overcome, (8) timeline (9) plans for the data collected from the study.
- Budget (one page excel sheet, one-page justification):
  - Provide a line-item budget of expenses including justification and funding source(s).

### Scoring:

- Overall score: What is the likelihood that the findings will contribute to the scientific knowledge and influence the use of the app?
- Significance: Is the project in alignment with Calm's research priorities? Does the project answer an important problem? Is the scientific rationale to test the hypothesis or intervention well supported?
- Investigator: Are the investigators suited to conduct the research study? Have the investigators worked together in the past? Is their appropriate expertise for the outcomes and assessments proposed?
- Approach: Is the study design justified and appropriate for the research hypothesis/questions? Are their process measures and fidelity checks to assure that the methods are conducted as planned? Are the recruitment plans, inclusion and exclusion criteria justified and appropriate? Is the statistical analysis plan appropriate for the design? Are potential challenges and solutions discussed? Is the timeline appropriate and likely to be completed within one year?
- Budget: Is funding available to ensure that study is delivered as planned (e.g., graduate students, incentives)?

**Applications should be sent to [megan.puzia@calm.com](mailto:megan.puzia@calm.com)**