GIVE TO CURE

Crowdfunding Treatments Today

Speakers:
Mei Mei Hu, CoFounder
Lou Reese, CoFounder
OUR INSPIRATION

FDR + March of Dimes = The Cure to Polio

EMPOWERING INDIVIDUALS IN THE GENERAL PUBLIC

FDR launched charity to support polio research
Calls on general public for help, rather than govt or select few

Dime by dime, raised hundreds of millions of dollars
No government funding

100% PRIVATELY FUNDED

CHANGING THE PARADIGM OF FUNDING MEDICINE FOR GENERATIONS

Public model raised more than all other charities (excepting Red Cross) combined
Funded Jonas Salk’s vaccine

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OUR MISSION

WE GET FRONTLINE TREATMENTS TO THE PEOPLE WHO NEED THEM MOST, AS QUICKLY AS POSSIBLE

WE USE THE POWER OF THE CROWD TO FUND CLINICAL TRIALS, PRIORITIZED BY AN INDEPENDENT SCIENTIFIC ADVISORY COMMITTEE GUIDED BY SCIENCE OVER PROFIT

OUR FIRST CAMPAIGN IS ALZHEIMER’S

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PROMISING RESEARCH IS OUT THERE
BUT FUNDING IS NOT (CASE STUDY: ALZHEIMER’S)

**COMPARISON OF ALZHEIMER’S FUNDING**

<table>
<thead>
<tr>
<th>Disease</th>
<th>NIH Funding</th>
</tr>
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<tbody>
<tr>
<td>Alzheimer’s</td>
<td>$500M</td>
</tr>
<tr>
<td>Cancer</td>
<td>$5.5B</td>
</tr>
<tr>
<td>HIV/AIDS</td>
<td>$3B</td>
</tr>
<tr>
<td>Heart Disease</td>
<td>$2B</td>
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THE NATIONAL INSTITUTES OF HEALTH (NIH) PLANNED TO SPEND APPROXIMATELY

94% of surveyed scientists say lack of federal funding for brain research is impeding scientific discovery.

91% say this is driving scientists from the field.

ON A PER PATIENT BASIS, NIH FUNDING FOR

HIV/AIDS is 23X’s and Cancer is 12X’s greater than that of Alzheimer’s.

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GOOD MEDICINE IS NOT GETTING TO PATIENTS
(CASE STUDY: EBOLA)

PROMISING MEDICINES (e.g. ZMAPP)

CLINICAL TRIALS

DELAY DUE TO LACK OF FUNDING

RECENT EPIDEMIC
7,702 LAB-CONFIRMED CASES
4,818 DEATHS
63% MORTALITY

TRANSLATIONAL VALLEY OF DEATH
WE ACCELERATE CURES BY BRIDGING THE GAP IN FUNDING

Clinical trials have HIGHER PROBABILITY OF SUCCESS and FASTER TIME TO PATIENT than traditional early stage research

Sources: NIH, Pernool, Morgan Stanley, A.T. Kearney, Fierce Biotech, National Venture Capital Association

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HOW WE DO IT

1. WE LAUNCH A GLOBAL COMPETITION
To mine for promising drug candidates

2. AN INDEPENDENT SCIENTIFIC ADVISORY COMMITTEE
prioritizes the most promising treatments and clinical trials in a specific area of focus

3. 100% OF DONATIONS GO DIRECTLY TO TREATMENTS FOR PATIENTS
USING CROWDFUNDING

4. WE FUND THE BEST CLINICAL TRIALS
Monitoring the entire process and report back with results as soon as possible

TO STATISTICALLY FIND A CURE

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WHY IT WON’T WORK

1. GTC IS A NEW NON-PROFIT EXECUTION RISK — IS HUGE

2. MOST PROMISING TREATMENTS ARE ALREADY FUNDED — SO GTC WILL BE TARGETING REJECTS

3. CLINICAL TRIALS ARE EXPENSIVE — NO ONE HAS EVER CROWDFUNDED THAT MUCH

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WHERE DO WE START?

Our first campaign is to cure Alzheimer's

5.6 million sufferers
15.4 million unpaid caregivers
6th leading cause of death and only one that is growing

Currently no cure or treatment

In 2013, over $200 billion was spent in direct costs on Alzheimer’s care, almost 70% by Medicare/Medicaid. This was 25% of the 2013 projected budget deficit.
OUR PARTNERS AND STAKEHOLDERS

GIVE TO CURE

- Researchers
- Policy makers
- Industry professionals
- Public ambassadors
- Service providers
- Spokespersons artists & celebrities
- Patients & caregivers
- Nonprofits
- The crowd

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INAUGURAL ALZHEIMER’S SCIENTIFIC ADVISORY BOARD

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Associate Professor Neurology, UCLA

DR. PETER DAVIES
Director, Litwin-Zucker Research Center for the Study of Alzheimer’s Disease, The Feinstein Institute for Medical Research

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OUR FIRST SUPPORTER:
ARTIST SHEPARD FAIREY

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GIVE TO CURE

Join us today and we can find a cure together!

SUBMIT TO RFA

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