



music beats cancer

Guidelines

About Music Beats Cancer

Music Beats Cancer is a 501(c)(3) nonprofit organization committed to advancing entrepreneurial efforts aimed at fighting cancer. We focus on bridging the critical funding gap that often stalls promising innovations. By partnering with emerging music artists, pop culture influencers, media platforms, and patient-led cancer organizations, Music Beats Cancer amplifies awareness and mobilizes resources to drive these solutions forward.

Our model leverages multiple philanthropic strategies, including: 1) a peer-to-peer giving platform that empowers the public to make direct, transparent donations to cancer-fighting innovations of their choice; 2) charitable grants from cancer-focused foundations dedicated to advancing targeted solutions; and 3) major gifts from high-net-worth individuals who are deeply committed to the promise of these innovations.

All funds raised through the Music Beats Cancer platform are tax deductible per the US IRS law. (Note: legal name is Sound Affects and TAX ID # 45-464-2925)

The Technologies We Seek To Support: Music Beats Cancer supports entrepreneurs developing biomedical technologies that address critical gaps in the standard of care for cancer detection, treatment, monitoring, prevention, and patient navigation. We seek innovations across a range of technology categories, including:

- **Therapeutics**
- **Treatment decision-making tools**
- **Disease and wellness monitoring solutions**
- **Diagnostics for early detection or tracking disease progression**
- **Medical devices that enhance care and improve the patient journey**
- **Prevention tools and vaccines**
- **Patient and clinician management systems**
- **Apps focused on patient monitoring and mental health support**

Vetting Process: Music Beats Cancer’s vetting team selects biomedical startups that we believe are deserving of public support. We focus on companies that:

- **Demonstrate strong scientific foundations**
- **Address unmet needs in the standard of care**
- **Have the capability and positioning to successfully achieve product development milestones**

On-Boarding: To begin the onboarding process, candidate startups must complete our online application. The application includes:

1. short-answer responses to five key questions;
2. a detailed, itemized budget outlining how funds will be used;
3. names, titles, and brief bios of key team members;
4. links to relevant publications, media coverage, or supporting materials; and
5. promotional images along with a 2–3 minute call-to-action video.

Fundraising Approach: There are three key approaches to the fundraising campaign that your startup will be expected to participate in:

1. **Your Company’s Stakeholders**

You will engage your own network—investors, vendors, and personal/professional contacts—to encourage philanthropic contributions to the Music Beats Cancer campaign, specifically earmarked for your startup.

2. **Music Beats Cancer Outreach**

Music Beats Cancer will tap into its own network of donors, philanthropists, foundations, and other constituents to identify potential supporters who may be interested in backing your innovation.

3. **Co-Collaboration**

Some opportunities may require a joint effort. For example, if a major investor wishes to make a significant contribution, Music Beats Cancer will work closely with your team to ensure a smooth, coordinated process that maximizes the impact of the gift.

Establishing Your Fundraising Campaign [Pre-Launch]: Music Beats Cancer provides end-to-end support for approved campaigns throughout the entire campaign-building process. We collaborate with each company to craft compelling video and written content that clearly conveys—in accessible, lay-friendly language—why advancing your technology is critical to improving cancer treatment and survival outcomes.

During the campaign term (see below), Music Beats Cancer will actively promote your campaign through our outreach channels, which include:

- **Social media**
- **Newsletters**
- **Search engine marketing (Google Ads)**
- ***After School Tech Talks* (live Q&A sessions) with influencer marketing**
- **Press releases and media outreach**

Fundraising Term and Goal: Each campaign must set a fundraising goal that aligns with the next key milestone in your product development, as outlined in your campaign profile. This could include, for example, funding preclinical testing in animal oncology models or manufacturing a compound for a Phase I clinical trial. Goals may also reflect the amount needed to unlock additional funding from other sources. There is no minimum or maximum required—goals should simply be realistic and milestone-driven.

Our platform uses a flexible, “keep what you raise” fundraising model. The fundraising term is 120 days. At the end of this period:

- If the goal is not fully met, all funds raised (minus a 10% administrative fee) will still be transferred to the campaign owner—no donations will be refunded.
- If the goal is met or exceeded, all funds—including any amount above the target—will also be transferred, minus the 10% fee.

Fundraising Best Practices: Campaigns accepted onto the Music Beats Cancer platform are expected to mobilize their close network for donation commitments **prior to the official campaign launch**. A strong start is critical—successful crowdfunding depends heavily on early support from your immediate circle, including your leadership team, board members, partners, staff, friends and family, and patients impacted by cancer.

Below are best practices for activating your network:

- **Assemble a "Fundraising Team"** of five or more dedicated individuals.
- **Each team member creates a list** of 50+ contacts in their personal network, securing commitments for specific donation amounts to be given on launch day.
- **Send personalized emails** to your contacts, including a clear request for a charitable gift, your campaign link, and a call to share it within their own networks.
- **Host a live or virtual "Launch Party"** for committed supporters to attend, learn more about your innovation, and contribute on the spot.

Music Beats Cancer will provide three to four personal email templates, tailored to the length of your campaign. These templates are designed to help you effectively engage your network. While we equip you with the tools and resources needed for a successful campaign, it's equally important that you're ready to rally your team and mobilize your supporters.

Administrative Fee: Music Beats Cancer retains a 10% administrative fee on all funds raised through our platform. This fee covers the cost of credit card processing fees associated with campaign-directed donations.

For gifts from Foundations or Major Donors, the amount and direction of the donation are determined by the donor. For instance, if a foundation or major donor has allocated funds to Music Beats Cancer for a specific cancer type, and your company's innovation addresses that cancer, the donor may choose to direct their contribution to your campaign. These funds are not subject to the administrative fee, and the donation amount is entirely at the donor's discretion.

Capture of Funds: Funds raised through our fundraising platform are processed as tax-deductible donations to Music Beats Cancer via the PayPal system. Once a donation is approved through a credit card or bank transaction, donors will receive an electronic receipt confirming the amount and date of their contribution to Music Beats Cancer.

Disbursement of Funds: Two weeks after the fundraising Term, Music Beats Cancer will disburse donor directed funds minus fees to their respective campaigns as a charitable grant via an account transfer through ACH or PayPal or by check sent to the mailing address provided in the contact information.

Use of Funds: Funds raised must be allocated to a specific product development milestone. Each campaign should clearly outline why the requested funding is essential and how it will be used to achieve the milestone. An itemized budget detailing the use of funds is required for every campaign. Additionally, we will request donor updates and a final report with supporting documentation that transparently describes how the funds were utilized.

Proprietary Information: Proprietary information should NOT be provided in your project campaign. We will not be held liable for proprietary information that enters the public domain through our crowdfunding platform

Grant Agreement: Funds raised on the Music eats Cancer platform will not be transferred without the review and execution of the Expenditure Responsibility Grant Agreement. See draft agreement below:

MUSIC BEATS CANCER EXPENDITURE RESPONSIBILITY GRANT AGREEMENT

This Expenditure Responsibility Grant Agreement (the "Agreement") is entered into between Music Beats Cancer (the "Organization") and [Grantee Name] ("Name" or the "Grantee") and shall be effective as of _____, 202__ (the "Effective Date").

RECITALS

WHEREAS, the Organization is a Washington, D.C. nonprofit corporation and recognized as a tax-exempt public charity under Section 501(c)(3) of the Internal Revenue Code (the "Code"); and

WHEREAS, the Grantee is a [summarize organization, legal status]; and

WHEREAS, the Organization wishes to provide an expenditure responsibility grant, as described in Section 4945 of the Code and the regulations thereunder, in support of the charitable, educational, and scientific purposes, within the meaning of Sections 501(c)(3) and 170(c)(2)(B) of the Code, that are specified in this Agreement; and

NOW, THEREFORE, in consideration of the mutual promises and covenants set forth herein, the sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Grant and Use of Grant Funds.

- a. The Grant. The Organization shall make a grant of \$ _____ (the "Grant") to the Grantee for purposes of [_____] (the "Grant Purposes").
- b. Grant Purposes and Restrictions. The Grant Purposes shall be carried out in accordance with the Statement of Work and Budget prepared by the Grantee, a copy of which is attached hereto as **Appendix A** and incorporated herein. The Grantee shall actively consult with the Organization and shall utilize the Organization's expertise and counsel in furthering the Grant Purposes.

Under United States law, grant funds from a U.S. charitable organization, and income earned on those funds, may be spent only for charitable, religious, scientific, literary or educational purposes within the meaning of Section 501(c)(3) of the Code. This Grant is made only for the purposes stated in this Agreement, and it is agreed that the Grant funds shall be used only for such purposes. It is also understood that no substantial changes shall be made to the Statement of Work and Budget without the Organization's prior approval in writing.

- c. Allowable Expenditures and Timing. Grant expenditures may be made for costs associated with carrying out the Grant Purposes as specified in the Statement of Work and Budget attached hereto as **Appendix A** and incorporated herein.

2. **Grant Payments.**

[Option 1: single payment.]

The Organization will make the Grant in a single lump-sum payment within [thirty (30)] days of the Effective Date.

[Option 2: two or more installment payments.]

a. Initial Payment. The Organization will make a payment of _____ dollars (\$) to the Grantee within [thirty (30)] days of the Effective Date.

b. Additional Payments. The Organization will make an additional payment of _____ dollars (\$) [on _____, 20__] // [upon successful completion of _____ as described in the Statement of Work and Budget in Appendix A].

3. **Separate Fund.** All Grant funds received by the Grantee shall be maintained in a separate fund dedicated to the Grant Purposes as described in this Agreement. Such a separate fund may be either a separate bank account or a separate bookkeeping account maintained as part of the Grantee's financial records.

4. **Reporting.** Within three (3) months after the close of each fiscal year of the Grantee during which the Grantee either receives or spends any portion of the Grant funds and until the Grant funds are spent in full or the Grant is otherwise terminated, the Grantee shall submit a written report, signed by a duly authorized representative of the Grantee, to the Organization. The report shall contain two parts, a financial accounting and a narrative description, as follows:

a. Financial Accounting. The financial accounting shall provide a financial statement reporting on all expenditures of Grant funds and any income earned on those funds. Only expenditures made in support of the Grant Purposes shall be charged against the Grant funds, and records shall be maintained of such expenditures adequate to enable confirmation of usage.

Expenditures are to be reported in whole United States Dollars (USD) converted using the exchange rate used when funds were initially converted by the Grantee's bank. The Grantee shall provide, at the Organization's request, backup documentation for the exchange rate used for expenditure reports. The Organization will not reimburse the Grantee for any costs or losses of funds that are the result of exchange rate fluctuations

If financial accountings are not submitted on a timely basis, United States law requires that the Organization withhold further payments, if any, to the Grantee and to any affiliate organization and prohibits the Organization from awarding any new grants to the Grantee or any affiliate organization.

b. Narrative Description. The narrative description shall provide a detailed statement of what has been accomplished by the Grant, including a description of progress made toward achieving the Grant purposes and an assurance that activities funded by the Grant have been conducted in conformity with the terms of this Agreement.

5. Additional Reporting and Record Keeping.

- a. Fundraising, Marketing, and Promotion for the Grantee. The parties agree that the Organization shall have no responsibility or obligation with respect to fundraising, marketing, or promotion for the Grantee and that the Organization does not require the Grantee to engage in any such fundraising, marketing, or promotion.
- b. Other Reports and Evaluations. In addition to the report referenced in Section 4 above, the Grantee agrees to submit such other reports and information as the Organization may reasonably request from time to time. At its own expense, the Organization may monitor and evaluate the operations and expenditures of the Grantee in connection with the Grant Purposes, which may include visits to the Grantee by representatives of the Organization, at reasonable times, to observe, discuss, and review the financial and/or other records connected with the Grant.
- c. Post-Award Deficiencies. The Grantee hereby commits to remedy any deficiency in the Grantee which arises or is discovered within one (1) year after the final payment under this Agreement has been made. This provision shall survive the termination of this Agreement.
- d. Records. The Grantee shall maintain appropriate records of its performance under this Agreement and shall retain such records for not less than three (3) years following the Effective Date. Such records shall be made available for audit and inspection, on reasonable advance notice, by the Organization.

6. Conduct of Activities.

- a. The Grantee shall be solely responsible for the governance, conduct, and management of its activities under this Agreement and shall ensure that such activities are in compliance with all applicable laws and standards. The Grantee shall be solely responsible for the acts and omissions of its employees and agents, including for any negligence or willful misconduct in the performance of its activities under this Agreement.
- b. The Grantee represents and warrants that it has valid rights in any and all intellectual property to be utilized in developing the Grantee and in otherwise performing under this Agreement, and it shall be solely responsible for any infringement or misappropriation resulting from such utilization.
- c. The Organization shall make available its network of collaborators, experts, and partners to provide input and general guidance to the Grantee as appropriate.

7. Term and Termination.

- a. Termination upon Breach. The Organization may terminate this Agreement at any time if the Grantee fails to satisfy any material term or condition of this Agreement and fails to remedy such failure within thirty (30) days of receiving notice of such failure from the Organization.

b. **Remedies upon Termination.** Upon termination of the Grant pursuant to Section 8a, the Organization may: (i) require the immediate return of any unexpended Grant funds; (ii) require the return of the full amount of the Grant funds, whether expended or unexpended; and/or (iii) exercise any other rights and remedies available under this Agreement or by law. Upon termination, the Organization shall have no further obligation to advance any additional funds to the Grantee.

8. **Confidentiality.** Unless it has obtained advance approval in writing from the Organization, the Grantee shall not disclose any specific terms or conditions of this Agreement or use the Organization's name in any press release or other promotional material. [Notwithstanding the foregoing, the Grantee shall include an acknowledgement of the Organization's support in all written materials relating to the Grantee in the following format: "[Grantee Name] was supported by _____."] The Organization reserves the right to reference the Grant and the Grantee on the Organization's website or in print materials without consent.

9. Prohibited Uses of Grant.

- a. No part of the Grant shall be used (i) for other than charitable, educational, and scientific purposes (within the meaning of Sections 501(c)(3) and 170(c)(2)(B) of the Code), (ii) to carry on propaganda or otherwise attempt to influence legislation (within the meaning of Section 4945(d)(1) of the Code), (iii) to attempt to influence the outcome of any public election or to carry on, directly or indirectly, any voter registration drive (within the meaning of Section 4945(d)(2) of the Code), or to participate or intervene in (including the publishing or distributing of any statements) any political campaign on behalf of or in opposition to any candidate for public office, in any country, state, province, city, municipality, or other political subdivision worldwide.
- b. No part of the Grant shall be used to make a distribution to any organization or entity, whether or not formed by the Grantee, or to any individual, unless such distribution is specifically set forth in **Appendix A**, or has been approved, in writing, by the Organization.
- c. The Grantee certifies that it is in compliance with all applicable laws restricting U.S. persons from knowingly dealing with any individuals, entities, states, or groups subject to sanctions by the U.S. Department of the Treasury's Office of Foreign Assets Control ("OFAC"), and that it does not deal with any individuals, entities, states, or groups subject to sanctions by OFAC or with any other persons known to the Grantee to support terrorism or to have violated OFAC sanctions. Additionally, the Grantee agrees that it will take all reasonable steps to ensure that the Grant is not used to support terrorist activity.
- d. Any portion of the Grant funds not used for the Grant Purposes or used for any prohibited purpose shall be repaid to the Organization, unless prior written approval has been obtained from the Organization.

10. Indemnification. To the extent permitted by law, the Grantee shall indemnify and hold the Organization and its trustees, officers, directors, employees, and agents harmless from and against any and all actions, suits, proceedings, demands, assessments, judgments, losses, liabilities, damages, and costs (including, without limitation,

reasonable attorneys' fees and expenses) resulting from (a) any material breach of this Agreement by the Grantee; (b) any infringement or misappropriation of the intellectual property rights of any third party by the Grantee in carrying out the Grant purposes; and (c) any negligent or willful act or omission by the Grantee or its employees or agents.

11. **Waiver.** The failure of a party to insist upon strict adherence to any term of this Agreement on any occasion shall not be considered a waiver and shall not deprive that party of the right thereafter to enforce that term or any other term of this Agreement.
12. **Amendment.** This Agreement may only be amended by an agreement in writing signed by the parties.
13. **Partial Invalidity.** In the event that any term or provision of this Agreement is declared illegal, void or unenforceable, it shall not affect or impair the other terms and provisions of this Agreement. The doctrine of severability shall be applied.
14. **Notices.** All reports, notices, requests and other communications from any party hereto to the other party shall be in writing, in English or in another language as mutually agreed upon by the parties, and, except as may be otherwise provided herein, will be considered to have been duly given or served if sent by certified or registered United States mail postage prepaid and return receipt requested, or by hand delivery, or by nationally or internationally recognized overnight courier with proof of delivery, or via electronic communication with confirmation of delivery, to the other party at its address set forth immediately below, or to such other address as such party may hereafter designate by notice to the other party.

Notices to the Organization: Music Beats Cancer
Attn: Mona S. Jhaveri, Ph.D.,
Founder & Executive Director
Franklin Square 1300
Street NW, Suite 400E
Washington, D.C., 20005

Notices to the Grantee: [Name of Grantee]
Attn: []
[Address]
[Address]

15. **Relationship of the Parties.** The parties intend to act and perform as independent entities, and the provisions hereof are not intended to create any partnership, joint venture, agency or employment relationship between the parties.
16. **Entire Agreement.** This Agreement, together with any Appendices hereto, constitutes the final and entire agreement between the parties with respect to the subject matter hereof.
17. **Governing Law.** This Agreement is governed by Massachusetts law, without regard to its conflicts of law principles. Venue for all proceedings under this Agreement shall be in the state and federal courts located in the Commonwealth of Massachusetts, and the Organization and the Grantee consent to the exclusive jurisdiction of such courts in

connection with any legal action or proceeding arising out of or related to this Agreement or to any agreements or transactions contemplated hereby.

- 18. Assignment and Subcontracting.** No obligation of, or benefit inuring to, the Grantee under this Agreement may be assigned or subcontracted without the prior written consent of the Organization.
- 19. Counterparts.** This Agreement may be executed in one or more counterparts, each of which will be deemed an original and all of which will be taken together and deemed to be one instrument. Transmission by electronic signature, PDF, or fax of executed counterparts will constitute effective delivery.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement by their duly authorized representatives as of the Effective Date.

Music Beats Cancer

Mona S. Jhaveri, Ph. D. Date
Founder & Executive Director

[Grantee Name]

[Name] Date
[Title]

Appendix A
Statement of Work and Budget