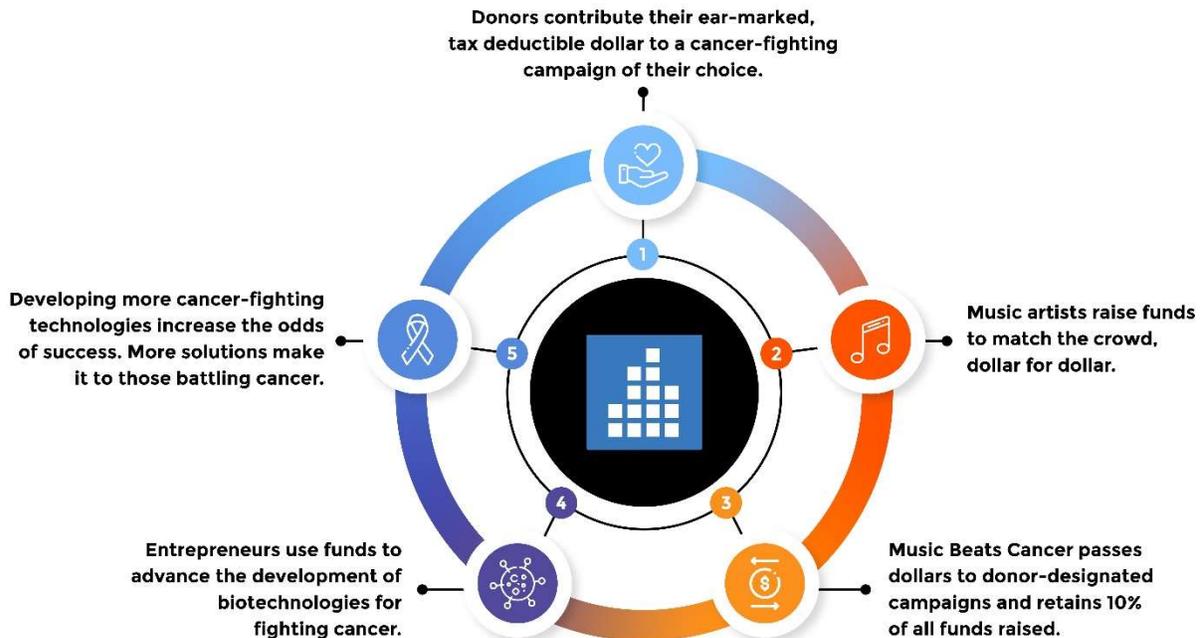




Guidelines for Crowdfunding on the Music Beats Cancer Platform

About Music Beats Cancer

Music Beats Cancer (MBC) is a 501(c)3 charitable organization dedicated to supporting entrepreneurial initiatives where promising concepts have been advanced to address cancer, but where lack of critical funding hampers efforts to move potential solutions forward. Our model uses a crowdfunding platform that enables innovators to access a *non-dilutive* raise through *charitable donations* of crowdfunding supporters, empowering the interested public to directly and transparently support cancer solutions they find personally and intellectually appealing. With its innovative approach and platform, MBC is transforming how we think and finance promising entrepreneurial approaches that bring an array of partners together to fight cancer for the benefit of all.



Music Beats Cancer Crowdfunding Platform: How It Works

Music Beats Matching Fund

MBC utilizes music as its principal medium to reach audiences that seek better outcomes for those suffering from cancer. Cross culturally, music has always been an effective expression of cultural norms, values and desires. Therefore, those who create music have great potential to positively influence beliefs and cultural change. MBC capitalizes on strategic partnerships with emerging musical artists and music industry platforms to help raise awareness and funds through a peer-to-peer outreach model. *All funds raised through our music industry partnerships support the Community Mega Fund, a fund dedicated to matching the crowd, dollar for dollar.* Campaigns on the Music Beats Cancer platform will receive a matching donation when 50% of their fundraising goal has been achieved.

The Technologies We Seek To Crowdfund

MBC supports entrepreneurs developing technologies that address critical gaps in standard treatment practices for particular cancer markets. Technologies must fall under one or more of the following therapeutic area:

- ✓ Therapeutics
- ✓ Treatment decision-making tools
- ✓ Monitoring tools
- ✓ Diagnostics
- ✓ Devices
- ✓ Prevention methods
- ✓ Patient/clinician management systems

Vetting Process

MBC works with a vetting team to identify candidate cancer-fighting innovations for crowdfunding. We specifically seek projects that 1) demonstrate sound science; 2) address an unmet need in standard care for cancer; 3) utilize funds toward the accomplishment of a critical product development milestone.

Establishing Your Crowdfunding Campaign

Companies who wish to set up a crowdfunding campaign on the MBC platform must submit an online application and pay the \$495 fee. MBC supports approved campaigns through the crowdfunding process from start to finish. We will work with companies to generate compelling video and written content that clearly communicates to the lay audience why the advancement of your technology is important for improving treatment and survival outcomes for the public afflicted or concerned with cancer. MBC will actively market your campaign during the campaign Term (see below) through our monthly newsletter, social media channels, SEO and paid Facebook ads. In addition, as MBC is strategically partnered with Family Office Networks, each campaign will be featured in the FON newsletter which circulates through its member database of high-net-worth and ultra-high-net-worth families.

Fundraising Term and Goal

All campaigns must declare a fundraising Goal that would help support the accomplishment of the next immediate product development milestone, as stated in your campaign profile. For example, the fundraising Goal could be a dollar amount that supports the testing of your compound in animal oncology models, or the manufacture of compound needed for a phase I clinical trial, etc. Fundraising Goals can also be defined as the requisite amount needed to leverage funds from other key sources. There is no minimum or maximum fundraising Goal requirement. Our platform supports a “keep what you raise” or “flexible” crowdfunding model.

Our fundraising Term is 60 days. Essentially, if after 60 days your campaign remains partially funded, all monies will be transferred to the designated campaign owner, and no monies will be returned to donors. Likewise, if the project reaches or supersedes the fundraising goal, all monies, including those in excess of the fundraising goal, will be transferred to the designated campaign owner.

Proposed Outreach Practices:

Campaigns accepted to the MBC crowdfunding platform must rally their crowd for donation commitments *prior* to launch date of the campaign. Key to successful crowdfunding is having the financial support of your organization's *immediate network*. This includes the management team, board members, partners, staff, friends and family, affected patients etc. Best practices for tapping the interest and funds of your immediate network are below:

1. Identify your "Fundraising Team" of five or more people.
2. Each member of the Fundraising Team composes a list of 50 or more individuals in their personal network who agree to commit a certain dollar amount on the date of the campaign launch.
3. Send out personal emails to your list of 50 or more individuals requesting their charitable contribution and the desired dollar amount to be donated. Include the link to your campaign in the letter and ask prospective donors to share through their network.
4. Create a "Launch Party" at the company headquarter for the committed donors to attend, learn more about the technology and make their contribution on site.
5. Send out a press release announcing the launch of your campaign, the benefits of your technology to society and the urgency of reaching the crowdfunding goal.
6. Actively share the campaign on social media channels of your company and the members of the Fundraising Team.

Capture of Funds

Funds raised through our crowdfunding pathway will be captured by MBC as a tax deductible donation through the [PayPal](#) system. Upon credit card or bank approval of funds transacted, donors will receive an electronic receipt documenting the amount and date of their donation to MBC.

Disbursement of Funds

Two weeks after the fundraising Term, MBC will disburse donor directed funds to their respective campaigns as a charitable grants via an account transfer through Paypal or check sent to the mailing address provided in the contact information.

Use of Funds

Funds raised must be dedicated toward a specific product development milestone. Each campaign will need to make its case as to why the funding sought is critical and the implementation plan feasible. Use of funds must also be itemized for each campaign you run. We will require donor updates and a final report with supporting documentation transparently describing the use of the funds.

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

Application Form

Contact Information:

- Name of Organization
 - a. Mailing address: street, city and state
 - b. Website URL
 - c. social media handles
 - i. twitter
 - ii. facebook
 - iii. linkedin
 - iv. instagram
- Primary contact person(s)
 - d. First and last name
 - e. Email
 - f. Phone number (work/cell)

Media:

- Still photo that will serve as the “face page” of your campaign. Photo resolutions and dimensions must be: 250X200 pixels @ 300 dpi
- Campaign video URL
- Company pitch deck (power point or PDF)

Summary:

Provide a Summary that adequately describes your technology in layman’s words.
Please limit to 30 words

Fundraising Goal: List dollar amount you seek to raise

Campaign Questions: (Please limit each answer to 200 words using layman terms)

1. What is the critical gap in cancer treatment that you are addressing?
2. What is the key product development milestone you seek to fund?
3. How will funds be used? Please provide breakdown of major budget items.
4. What key resources have/will you acquire to facilitate the accomplishment of the above product development milestone?
 - i. List other current sources of funding streams that will be used towards the project.
 - ii. List resources derived from strategic partnerships, such as: technical expertise, equipment, etc. that will/would contribute to the success of the project.
 - iii. If successful, how would you leverage funds raised through our portal to access key funding from other sources, (i.e. matching grants/investments).
5. If your Technology were to disappear in the “Valley of Death” funding bottleneck how might this impact society?

Team:

List the company’s key human resources and provide short bios of each key team member listed on the campaign

Publications: Provide the URL's to following relevant publications if applicable:

- a. Blogs
- b. Media Interviews
- c. Articles published in Newspapers/Magazines
- d. Press Releases
- e. White Papers
- f. Articles publishes in Scientific/Medical Journals
- g. Published patents