

“A New Way to Fund the Cancer Fight; First-of-its-Kind Non-Profit Works with Musicians to Support Innovators.”

Our mission is to increase the number of cancer fighting technologies in the product development pipeline *so more solutions make it to those in need.*

Formerly known as *Sound Affects*, [Music Beats Cancer](#) (MBC) wants to leverage the power and passion of people and music to raise funds and awareness of promising cancer innovations.

WHAT: MBC is the "kickstarter" for cancer; supporting innovators working on badly needed cancer solutions but lack the critical funds to move forward. Music is the torch for change. We strategically align with musical artists to help generate a movement of change in the war on cancer.

WHY: A severe funding gap remains for innovators who are developing promising technologies for fighting cancer. Most of these technologies will fail before they get a chance to prove their possibility – this is not always because the science is bad – but rather, because they lack the funding to succeed. This funding breakdown, known as the “Valley of Death,” where great ideas go to die, fully impedes progress in reducing the cancer burden.

WHO: Dr. Mona Jhaveri, founder and Director of MBC, started her career as a cancer researcher and moved into the biotech industry quickly realizing that fundraising is extremely difficult, if not impossible over time. She realized that addressing the Valley of Death is a healthcare priority if we are to see progress in the war on cancer. MBC is a charitable (501c3) crowdfunding platform for biotech innovators who are actively working on badly needed cancer solutions.

"Music Beats Cancer is a stand-alone charity. We are the only popular culture platform addressing the "Valley of Death" issue, a bottleneck in funding that precludes worthy cancer-fighting solutions from getting to people who are in desperate need. "

Dr. Mona Jhaveri - Founder Music Beats Cancer, Est. 2014

ELEMENTS: We can provide quotes and photos for your article/story. Dr. Jhaveri can also do q&a type interviews via zoom/skype or written. Plus, MBC works with a variety of artists that may be from your area. [Here is a link to who we've worked with.](#)

Let me know if you want to learn more and how we can help you with an article or story.

Contact me directly, Danielle.Credeur@otterPR.com or (484) 433-9024



About Dr. Mona Jhaveri

Dr. Jhaveri is the Founder and Executive Director of Music Beats Cancer. Dr. Jhaveri holds a Doctorate in Biochemistry from the Bowman Gray School of Medicine of Wake Forest University. She trained as a postdoctoral fellow at the National Cancer Institute and at the Lombardi Cancer Center of Georgetown, where she was granted the SPORE Fellowship Award for Breast Cancer Research. Dr. Jhaveri specialized in intellectual property and technology transfer management while at the Ludwig Institute for Cancer Research.

In 2005, Dr. Jhaveri founded Foligo Therapeutics, Inc. to develop and commercialize a DNA-based therapeutic compound as a potential treatment for ovarian cancer. In 2010, Foligo's poor funding position resulted in the shutdown of its R&D operation and abandonment of its lead compound in development. Dr. Jhaveri was inspired to launch Music Beats Cancer to help address the critical funding bottleneck that constrains cancer product development.