



10-Year Plan

What follows is a bold plan that will establish *The Cure is Now* as a leader in advanced and emerging scientific research. Below are the three phases of this 10- year plan that will result in an international research complex. A brief, fundraising projection follows.

Phase 1 - Independent Research

Years 2014 through 2015 will be focused on acquiring funding to support independent researchers. Along with capacity building, the awareness campaign program and fundraising efforts will also significantly expand.

Year 1 - 2012

- Programs
 - Awareness Campaigns
 - ·Have COV in the field, daily
 - ·Distribute promotional materials to the public, daily
 - ·Launch and operate informational kiosk program throughout the New York Tristate area
 - ·Streamline outreach team
 - ·Work on the *We Are the Cure* benefit project

- Education Initiatives

- ·Continue to update website with the latest information on medical breakthroughs
- ·Begin shooting documentary film

- Research

- ·Continue to fill advisory boards with top scientific leaders
- ·Begin supporting independent scientists
- ·Actively publicize research projects by strategic partners, board and committee members

□ Fundraising ○ Launch kettle and credit card solicitation program ○ Expand and enhance canister program ○ Continue to expand development team, including a grant writer and

corporate giving specialist ○ Continue to expand major gifts program

□ Operations: ○ Office space, furniture, phone systems in place and in use. ○ Incremental IT upgrades and custom software development as needed ○ Professional writing, strategic planning operations, content as well as

policy and procedures implemented as needed ○ Internal operating staff off 10 personnel

Year 2 - 2015

□ Programs ○ Awareness Campaigns

- ·Continue to grow and streamline awareness campaigns

- ·*We Are the Cure* benefit project continues to be recorded and promoted
- Education Initiatives
 - ·Continue to update website and web initiatives with the latest information on medical breakthroughs
 - ·Continue to shoot and aggregate footage for the documentary film
- Research
 - Continue funding independent scientists (FY 2014 - 2017)
- Fundraising
 - Expand canister and kettle programs to other major cities
 - Plan capital campaign
 - Expand all development operations
 - Hire additional fundraising personnel
- Operations
 - Hire administrative and business development staff as needed
 - Expand web and IT team to accommodate growing staff

Phase 2 - Research Cells

Years 2016 through 2018 will be focused on creating and staffing between one and four, small, efficient research cells. The funding of independent researchers will become more streamlined and leading scientists will be brought into the small research labs. The *We Are the Cure* benefit album and the documentary film will both be released by 2016. Fundraising efforts will expand and the silent phase of a capital campaign will be launched.

Year 3 - 2016

- Programs
 - Awareness Campaigns

- ·Continue to grow and streamline the awareness campaigns
 - ·Final half of *We Are the Cure* benefit project recorded, is heavily promoted, utilized to raise awareness and garner additional funding.
- Education Initiatives
 - ·Website undergoes heavy web-based marketing and is updated on a continual basis.
 - ·Begin documentary film shooting, and prepare marketing campaign and monetization systems. 244 Fifth
- Research
 - ·Continue funding independent scientists (FY 2014 - 2017)
 - ·Identify locations for research cells and begin construction on at least one site (potentially NY)
 - ·Begin identifying the most promising research projects and allocate more funding to those projects
- Fundraising
 - Continue to expand canister and kettle programs
 - Begin capital campaign
 - Upgrade grant writing to include research-focused grants
- Operations
 - Hire administrative and IT staff as needed
 - Hire research coordinator

Year 4 - 2017

- Programs
 - Awareness Campaigns
 - Continue to grow and streamline the awareness campaigns

- National-scale advertising mediums utilized ○ Education Initiatives

- ·Continue to update website with the latest information on medical breakthroughs

- ·Market documentary film

- ·Begin publishing *The Cure is Now* research on website and other publications

- Research

- ·Continue funding independent scientists (FY 2014 - 2017) □ Begin identifying promising research projects and candidates for hire into research cells

- ·Begin construction on 2 independent research labs (NY, MA) and Establish location of 2 other research facilities (CA, Africa or Eastern Europe)

- ·Expand scientific research staff

- Fundraising ○ Continue to expand canister and kettle programs ○ Continue with silent phase of capital campaign

- Operations ○ Expand internal, full time staff to meet expanding needs

Year 5 - 2018

- Programs ○ Awareness Campaigns

- Operate awareness campaigns on a national level ○ Education Initiatives

- ·Continue to update website with the latest information on medical breakthroughs

- ·Publish peer reviewed research papers and

articles

- ·Continue publishing *The Cure is Now* research on web site and other publications by seeking national radio and television publicity
- Research
 - Modify funding model for independent scientists
- Taper and/or terminate funding to unpromising research, and increase funding to promising research
 - ·Finish construction on all four research cell locations and staff and manage two research cells
 - ·Finalize construction design for large research facility complex
- Fundraising
 - Continue to expand canister and kettle programs
 - Dominate market in all 50 states
- Continue with silent phase of capital campaign
- Operations
 - Move administrative team into office area of NY cell
 - Continue to hire full-time staff to meet growing needs
 - Begin pre-construction planning for large-scale research complex

Large-Scale Research Complex

Years 2019 through 2023 will be focused on selecting the best doctors for the research facility concurrent with the construction and building of a world-class research complex. Programs will continue to grow and strengthen. More research supported and managed by *The Cure is Now* will be published and the capital campaign will climax with the opening of the New York-based

research complex.

Year 6 - 2019

□ Programs ○ Awareness Campaigns

▪▪ Begin seeding an international awareness campaign ○ Education Initiatives

- ·Promote website internationally

- ·Continue publishing The Cure is Now research on website and other peer-reviewed publications

○ Research

▪▪ Modify funding model for independent scientists □ Continue to increase funding to promising research

- ·Hire research scientists and staff for four, small research cells

- One will be located in Eastern Europe and will function as a data aggregation and analysis center. Eastern Europe has reliably demonstrated that quality work can (be done at costs below that of the United States.

- The other will be in Africa, so that it can legally, morally & ethically operate outside of draconian political agendas and other practical restrictions, while respecting human rights and human life under the (highest ethical standards with peer review.

- ·Acquire land within the Continental United States for new construction or acquire a large building for total retrofit and renovation for specialized research. □ Prepare gantt chart planning, expedite permit/zoning process, and begin soft cost initial construction planning.

244 Fifth Avenue - Suite A210 -

- Fundraising
 - Continue to expand canister and kettle programs
 - Begin expanding into international territory
 - Expand silent phase of capital campaign
- Operations
 - Expand hiring of full-time staff to meet growing needs as well as personnel involved with construction and development.

Year 7 - 2020

- Programs
 - Awareness Campaigns
 - Increase frequency of international campaign advertising and awareness raising.
 - Education Initiatives
 - ·Create sub-websites to accentuate individual projects. Continue to update website with the latest information on medical breakthroughs
 - ·Continue publishing The Cure is Now research on website and other publications
 - Research
 - ·Modify funding model for independent scientists
 - Increase funding to promising research
 - Discontinue funding to failed research projects
 - ·Expand operations at 4 small research cells
- Fundraising

- Continue to expand canister and kettle programs internationally.
- *Launch public phase of capital campaign (with a realistic financial*

target of \$300,000,000.00)

- Expand grant writing strategy to focus on large, NIH and other government grants
- Operations
 - Large-scale research complex permit filing
 - Construction soft cost disbursements
 - Sign contracts with contractors, architects, engineers and planners
 - Begin construction process
 - Expand administrative staff as needed

Year 8 - 2021

- Research
 - Prepare research for FDA marketing application
 - Select promising research for eventual FDA approval.
 - Aggregate clinical trial information and published results
 - Identify strategic alliance with bio-venture funds and investors to help prepare for bringing Drugs & Medical treatments to the public.
 - Design recruitment packages and begin recruitment search for scientists to staff large research complex
- Fundraising
 - Expand development programs and public phase of capital campaign
- Operations
 - Finalize pre-construction activities

Year 9 - 2022

- Programs
 - Execute Awareness Campaigns and Education

Initiatives as needed to

best position *The Cure is Now* as well as advanced research in general

- Research

- Modify funding model for independent scientists
- Continue to increase funding to promising research

- ·Continue to evolve and perfect managerial process and discovery procurement at the small cells

- ·Continue recruitment search for scientists to staff large research complex

- ·*Submit applications for FDA approval (one of the single most important aspects and the ultimate result of conducting successful research and development)*

- Fundraising
- Expand canister and kettle programs
- Continue with public phase of capital campaign

- Operations
- Begin construction of large-scale research complex.

Year 10 - 2023

- Programs
- Focus Awareness Campaigns and Education Initiatives around the

opening of the new research facility

- Research

- ·Convert small cells into ramp-up mechanisms for integration into large scale research complex

- ·Large-scale research complex construction continues and will likely be completed shortly.

- ·Basic research as well as clinical trials underway

- ·large-scale, multi-faceted research with 300 - 500

people working full time

- -Rate of patent filing increases

□ Fundraising ○ Expand canister and kettle programs ○ Finish capital campaign

- Refocus on major gift, planned giving and annual campaigns
- Expand opportunities for government, NIH and DARPA grants

□ Operations ○ Hire administrative and IT staff as needed

10 year Fundraising plan: 2014 - 2023 TOTAL

1.1 2.1 3.45 5 10 35 80 125 250 400 **911.6** MM