



## **Brief Strategic Plan**

### ***Organization Description:***

The Cure is Now, founded in 2008 is a national, 501(c)3, not for profit organization dedicated to advancing medicine. The organization is perfectly poised to lead the union between advanced/emerging technology and medicine. Key alliances with leaders in the field have been established and initial funding allowing research to commence as been identified.

### ***Industry and Market Description:***

Medical research is dominated by two disparate motives; profit and academic prestige/publications. The pharmaceutical industry identifies markets upon which to base scientific exploration. Driven by the bottom line, researchers employed by pharmaceutical companies have little freedom to follow their curiosity or intuition about potential breakthroughs. Academia bases scientific research on achievable and publishable research. Researchers employed by academia are pressed to published and so their research advances in small, incremental steps. In addition, academic-based research results are slow to find their way to the market for public benefit and consumption.

Profit driven or small-scale, publishable research makes up 90% of the field. There are however a small group of leading edge scientists who, by taking bigger risks are able to achieve great breakthroughs. The Cure is Now will support this kind of research and will also serve to bring medical breakthroughs to market by allowing industry to partner with us in safe and legal ways.

### ***Organization History:***

The Cure is Now was incorporated in late 2009 by AnnMarie Santiago. Since that time, The Cure is Now has 1) attained the ability to fundraise in over 43 states, 2) launched all three programs: awareness campaigns, education initiatives and research, 3) designed a comprehensive website, 4) formed partnerships with leaders in the field of emerging and advanced technology, 5) hired a competent, full time staff and 6) positioned itself to begin major fundraising and to support research.

## ***The Cure is Now - Mission and Initiatives:***

The Cure Is Now is a national, non-profit organization dedicated to eliminating acquired, congenital, and developmental diseases. Our cornerstone philosophy is to use a convergence of emerging technologies to combat diseases at the root level. Operational programs include: awareness campaigns, education initiatives, and scientific research. The objective is to eradicate disease as a major health problem by managing programs designed to further scientific development. We need the cures. The time is now. The Cure Is Now

The Cure is Now has a broad and ambitious goal of discovering cures for acquired, congenital and developmental diseases. We will achieve this through focusing our efforts on research that drills down to the root level via these four research approaches:

**Curiosity Driven Research** - The Cure is Now will fund scientific investigators and their teams who are called to research aspects of disease pathology, biological systems, or biotechnological mechanisms. This type of research will yield enhanced understanding, deepened knowledge, unpredictable, long term, and widely-dispersed social and medical benefit.

**Applied Research** - Research funded by The Cure is Now will lead to direct medical applications such as enhanced treatments, targeted gene therapy, technology-based solutions and more.

**Synergistic Research** - This unique kind of research will be aimed at linking and connecting different kinds of science and technology. For example, how can stem-cell research be connected with brain-machine interface technology or how can nanotechnology be employed in Alzheimer's research? TCiN will be the lines in between the dots. These kinds of questions will be answered by scientists at The Cure is Now.

**Not-yet-known Research** - The Cure is Now understands that the kind of research it will support undoubtedly will lead to entirely new fields and forms of research. The Cure is Now will selectively support these as well.

The Cure is Now will then work to support the inventions, treatments and cures that are developed under our guidance to be spun into marketable products.

### ***Outreach:***

Through our awareness and education initiatives, The Cure is Now has already reached millions of people and intends to make many more aware of our mission and vision in over the years. The success of any nonprofit is, as with most business, a numbers game and The Cure is Now will reach out to and speak with millions of individuals in order to achieve our financial and mission-based targets.

## ***Projections:***

The Cure is Now projects that funds raised will be as follows, all as further detailed in more extensive projections and underlying assumptions available upon request:

	<u>2014</u>	<u>2015</u>	<u>2016</u>
<b>Gifts</b>	\$1,100,000	\$2,350,000	\$3,450,000
<b>Cost of Fundraising</b>	250,000	325,000	400,000
<b>Program Expenses</b>	750,000	1,800,000	2,700,000
<b>Operating Expenses</b>	100,000	225,000	350,000
<b><i>Net Income (loss)</i></b>	<i>0</i>	<i>0</i>	<i>0</i>

## ***Management Team:***

Executive Director: AnnMarie Santiago: Experience managing large teams of people across sectors. Managed sales in real estate sector. Passionate about making a difference in the field of medicine

Chair – Science Advisory Board: Aubrey de Grey, Ph.D.: Chief Science Officer at SENS. Editor in Chief of Rejuvenation Research. TED speaker. 15 years experience in advanced medicine, 27 years of related experience.

Chair – Committee on Advanced Technology: Russell Hanson: MS in biology, Ph.D. candidate. Bioinformatics scientist at Harvard Medical Center. Business owner and entrepreneur. 15 years of industry experience.

Director of Development: John Gorman: President, Gorman Management Consulting Inc., 20+ years of industry experience.

Associate Director of Development staff: Lisa Juncaj & Joash Consing. Administrative staff to the Development team.

## ***Funding:***

Amount Needed: \$2 - 3 million of funding is needed over the next two years for capacity building and support of our research programs.

Funding History: Over \$1,500,000 has been invested from the founder of the company. Tens of thousands of dollars has been raised from donors. A \$100,000 microscope was recently donated to the organization.