



BELIEVE BIG INSTITUTE OF HEALTH

CHANGING THE WAY CANCER CARE
AND PREVENTION ARE APPROACHED

SEEKING FUNDING EXPERTISE AND OPERATIONAL PARTNERS

TEAM

Dr. Nasha Winters // Co-founder, Clinical Practice and Education // Global healthcare authority in integrative cancer research and consults to physicians around the world.

Debbie Lee // Co-founder, Business Strategy and Operations // Successful team and practice leader who has cultivated expertise in management science, operations and complex project management through a 25-year career in the BioPharma industry.

Ivelisse Page // Co-founder, Marketing Communications and Patient Experience // Executive Director & Co-Founder of Believe Big. She is a stage IV cancer overcomer who is passionate about helping patients find their pathway to healing.

Jimmy Page // Co-founder, Human Optimization and Wellness Integration // Executive Director of the West Division with FCA. He is also an author, speaker, and leadership coach.

Steve Ottersberg // Co-founder, Scientific Affairs and Innovation // A drug design chemist by training. He has worked in the pharmaceutical industry, taught college level chemistry, managed environmental analytical laboratories and founded Colorado's 11th cannabis analytical testing laboratory.

PROBLEM

The **'standard of care' is a broken** and conforming system that largely ignores the root causes of cancer and human beings' ability to heal with the right support and that often does more harm than good. The World Health Organization (WHO) forecasts a **doubling of cancer rates** by 2030, while the American Cancer Society reports recurrence happens 70% of the time. Cancer and recurrence rates are growing at an astounding rate, because the **current approach to cancer care and prevention are not working**. We need a new and proven approach if we are to make an impact on the number of people whose lives are affected and ended too early by cancer.

We need an approach that:

- Addresses an individual's unique terrain
- Puts the individual first
- Is grounded in research and evidence

BBIH SOLUTION

Create a **new 'standard of care'** that is rooted in revolutionary and effective use of the wealth of data we can gather regarding a patient.

BBIH's unique approach cannot be found anywhere else in the world and includes:

- Truly personalized care for each patient, including 'traditional' and 'non-traditional' medicine
- Improved quality of life for cancer patients
- Better cancer prevention to slow growing cancer rates
- Better patient outcomes for people diagnosed with cancer
- Access to the latest cancer research and evidence
- Wide-ranging cancer care and prevention all in one place

WHY INVEST?

- > On a mission to upgrade and personalize standard of cancer care while enhancing patient outcomes.
- > Training practitioners now to meet the growing demands for the BBIH approach to cancer care and prevention, giving access and hope to patients around the world.
- > Creating a visionary cancer center grounded in research and evidence to give patients and their care teams the insight they need to determine the best combination of interventions for them.
- > Will offer patients the best therapeutic options from around the world, combining traditional medical care with wide-ranging therapies proven to be effective in healing terrain prone to cancer.
- > Set to demonstrate the latest innovations in regenerative land use and green building on more than 200 acres of pristine land in Southern Arizona.

YOU HAVE A CHANCE
TO CHANGE THE CANCER
LANDSCAPE AND LEAVE A
LEGACY

INVEST IN BBIH AND BE
A PART OF CHANGING
THE FUTURE OF CANCER,
CANCER CARE, AND CANCER
PREVENTION

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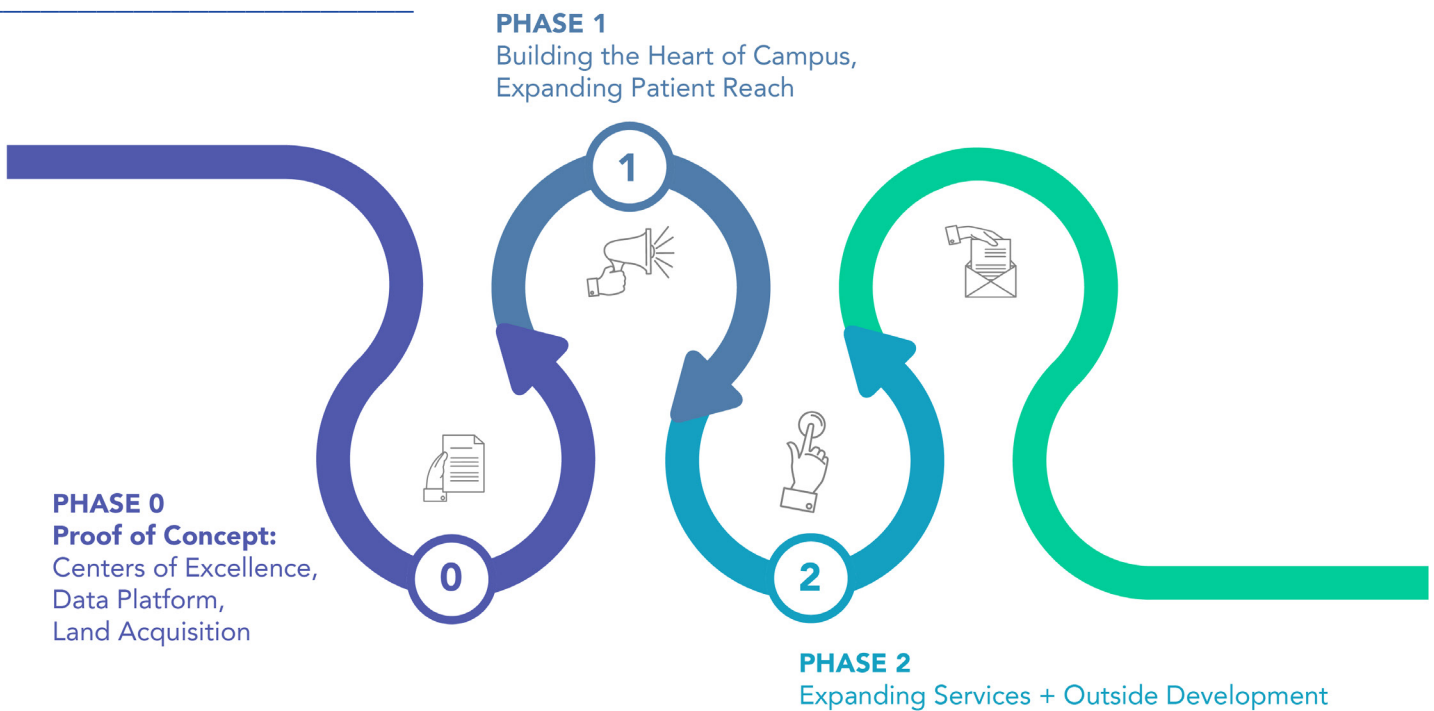
WHERE IS BBIH IN THE CURRENT TIMELINE?



- We are in Phase 0 of the project and raising funds through donations, grants, partnerships and philanthropy.
- We are looking for funding to finalize our data platform to build the proprietary tools that support physicians in the assessment and design of individualized treatment based upon genetic, epigenetic, metabolic and lifestyle data.
- We have implemented the training program for the Metabolic Approach to Cancer and are underway with establishing our Centers of Excellence Program to grow our network of Terrain Based Treatment Centers.
- Patient referrals are increasing within the network and will contribute information to our data platform and research initiatives.
- We have completed initial campus designs and land use plans with our architecture firm.

- We have visited and researched several viable land options.
- We are vetting potential partners with established capabilities to share in our efforts to build capacity/operations. Ex) Sponsorship of needed equipment or services and complementary services we want on our campus.
- We have prioritized building in Phase 1 to focus on elements of BBIH that are true differentiators with the wellness and cancer care communities.
- We have projected the construction of additional and dedicated space for increased demand for Phase 2 of the project.

EXECUTION TIMELINE:



TIMELINE & REVENUE EXPECTATIONS

\$4.5 - 5M
For land acquisition, testing,
approval, design

\$2 - 4M
For intellectual
Infrastructure, platforms

\$5.2M
For sitework, utilities

\$37M
For phase 1 facilities

\$33M
For phase 2 facilities

\$1.5M
For platform upgrades