

# BrightEdge Entrepreneurs Program



## Empower Innovators. Accelerate Solutions.

The American Cancer Society has long led the way in driving innovation across the cancer continuum. Yet, too often, the most promising ideas in cancer prevention, diagnosis, and treatment get stuck in the early stages. These ideas don't move forward because there isn't enough funding, guidance, or support to turn them into real and accessible solutions.

The BrightEdge Entrepreneurs (BEE) Program is a strategic initiative that bridges this critical gap. By investing in early-stage cancer concepts and offering innovators the support necessary to succeed, BEE helps translate bold ideas into real-world solutions faster. Through two dynamic tracks – Life Sciences and Digital Health - BEE empowers oncology innovators across distinct but complementary domains.

Each track provides selected founders with tailored resources designed to accelerate progress from concept to impact.

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### BEE: LIFE SCIENCES

Helps founders build companies from early cancer innovations

#### Participants:

Scientific founders ready to turn promising cancer research into startups that develop new treatments, diagnostics, or medical devices

#### Benefits:

- 10 month virtual training on building and launching a company
- 1:1 mentorship from investors and industry experts
- \$100K investment from BrightEdge

#### Outcome:

Transforming lab discoveries into life-changing solutions for patients

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### BEE: DIGITAL HEALTH

Supports startups working to break down barriers in cancer care

#### Participants:

Early-stage startups developing digital solutions to reduce access barriers that might prevent cancer patients from receiving timely, high-quality treatment

#### Benefits:

- 6-month program to sharpen business and product skills
- Personalized mentorship tailored to company goals
- \$50K investment from BrightEdge

#### Outcome:

Technology-driven cancer care solutions that reach all communities and help close gaps in care

## 2024 BEE: Life Sciences Cohort Impact

**\$53M raised** from \$900K initial total investment, often the very first funding companies received

**20x more successful at raising follow-on capital** compared to typical oncology startups

Our female founders are **45x more likely to secure additional funding** than the national average

Together, the BEE Life Sciences and Digital Health tracks support a growing pipeline of individuals and companies poised to transform the future of cancer care. Both tracks culminate in a high-profile event that connects participants with key stakeholders and potential investors. Through BEE's advancement of both scientific and tech-enabled solutions, ACS BrightEdge will continue to drive progress toward our mission to end cancer as we know it, for everyone.

**From idea to impact.**