



Why We Do, What We Do



Our Vision:

End cancer as we know it, for everyone.

Our Mission:

Improve the lives of people with cancer and their families through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.



#1

trusted source for
cancer information



110 Years

leading the fight
against cancer

ACS Integrated Approach

Combating cancer through advocacy, research and patient support to impact **55 million lives** annually

Discovery

\$430M
in grants

Largest private, non-profit funder of cancer research in the US

Advocacy

50 states
the District of Columbia
Puerto Rico & Guam

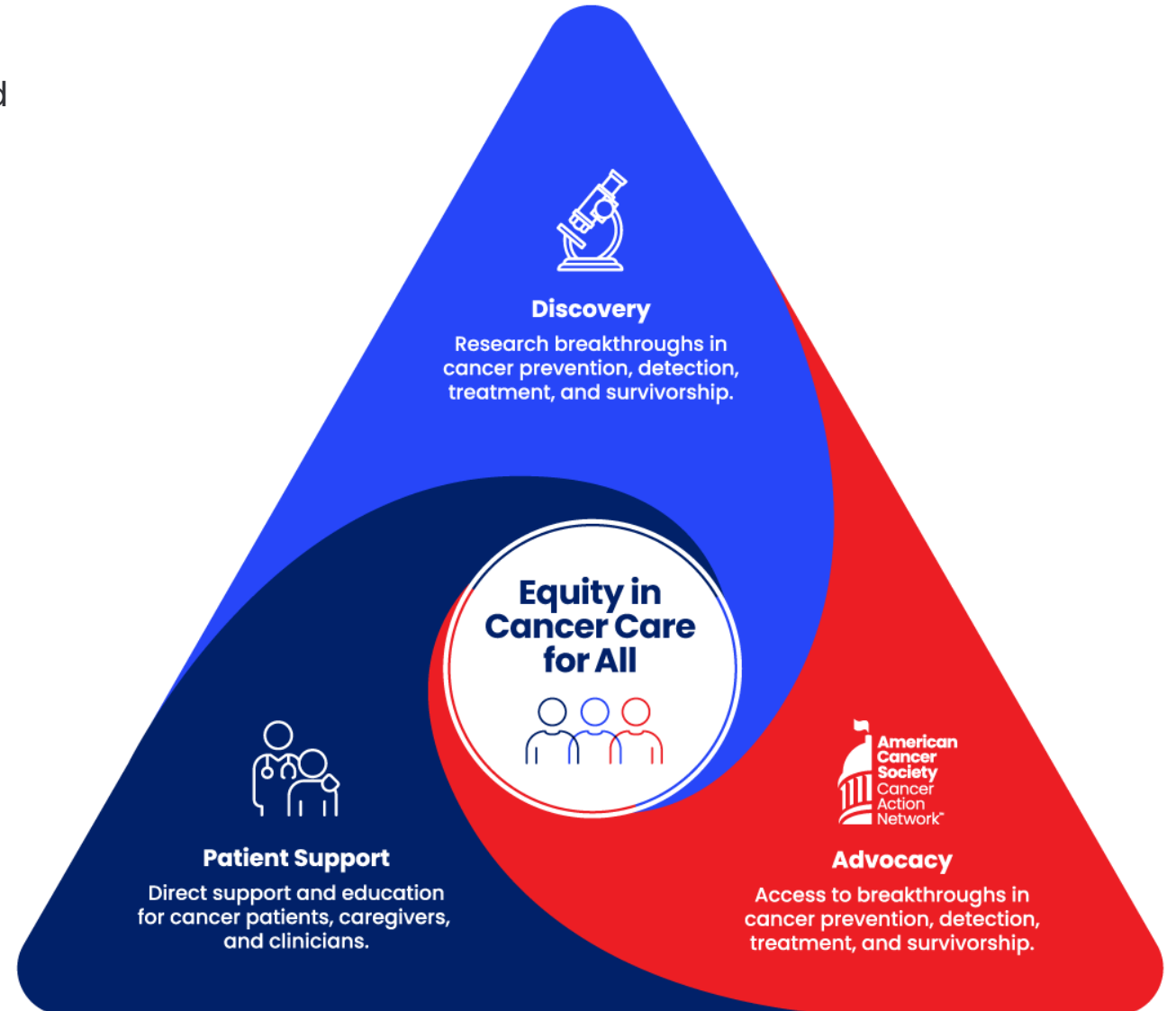
Advocacy presence at every level of government

Patient Support

20,000+
communities*

Direct patient support in prevention, screening, lodging, transportation, navigation, survivorship, education

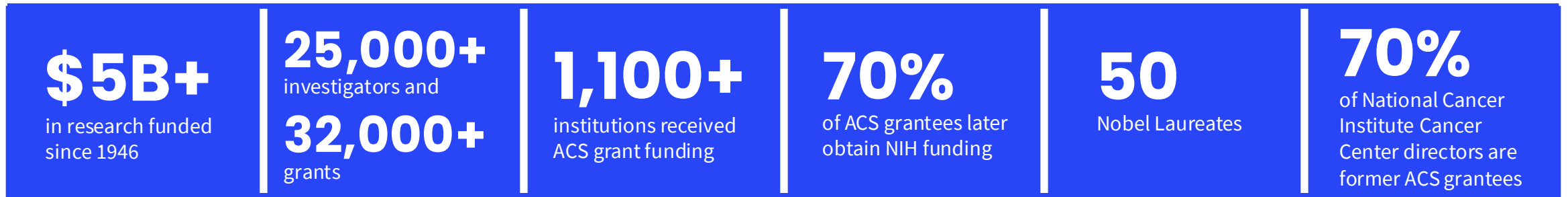
**Reflects zip codes touched by patient support programs & services within the U.S. and its territories*



ACS Discovery Engine



110 Years of Investing in the Best and Brightest in Science and Medicine



2023 Support

ACS funds research grants for investigators working on today's biggest oncology problems



ACS Legacy Provides Distinct Advantages to BrightEdge's Investing



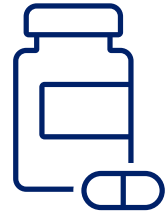
- Access to discoveries from ~\$150m in annual grantmaking (>\$5B historical)
- Access to current and former grantee who are oncology leaders
- Information advantage on new market (patient) needs
- ACS data and expertise to adjudicate the impact of our investments (CIIF™)
- Exclusive access to the VC Allocation of the ACS Investment Pool
- ACS brand equity and loyalty based on 110-year old reputation

Leveraging Our Collective Power

Coupled with novel programming and investments, ACS will overcome health equity challenges



Fair and just opportunities for everyone to **survive cancer**



Affordable, **high-quality treatments** that move from the lab to bedside quickly for everyone



Decreasing cancer mortality rates and **increasing life expectancies** among underrepresented populations



Ultimately, a **world without cancer**

BrightEdge is a key component of this robust solution as the impact investment, innovation, and venture capital arm of ACS

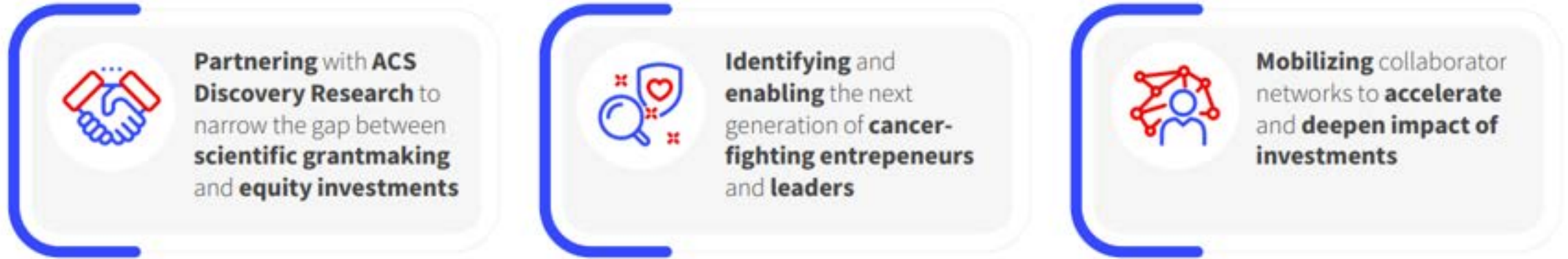
Leveraging Our Collective Power



BrightEdge is the impact investment, innovation & venture capital arm of the American Cancer Society.



From Discovery to Investment



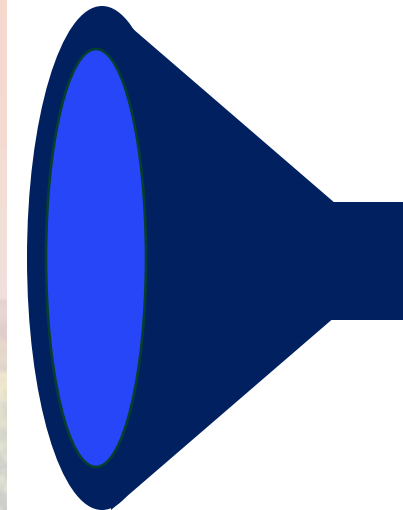
ACS Discovery

ACS BrightEdge Innovation Programs

BrightEdge Investment

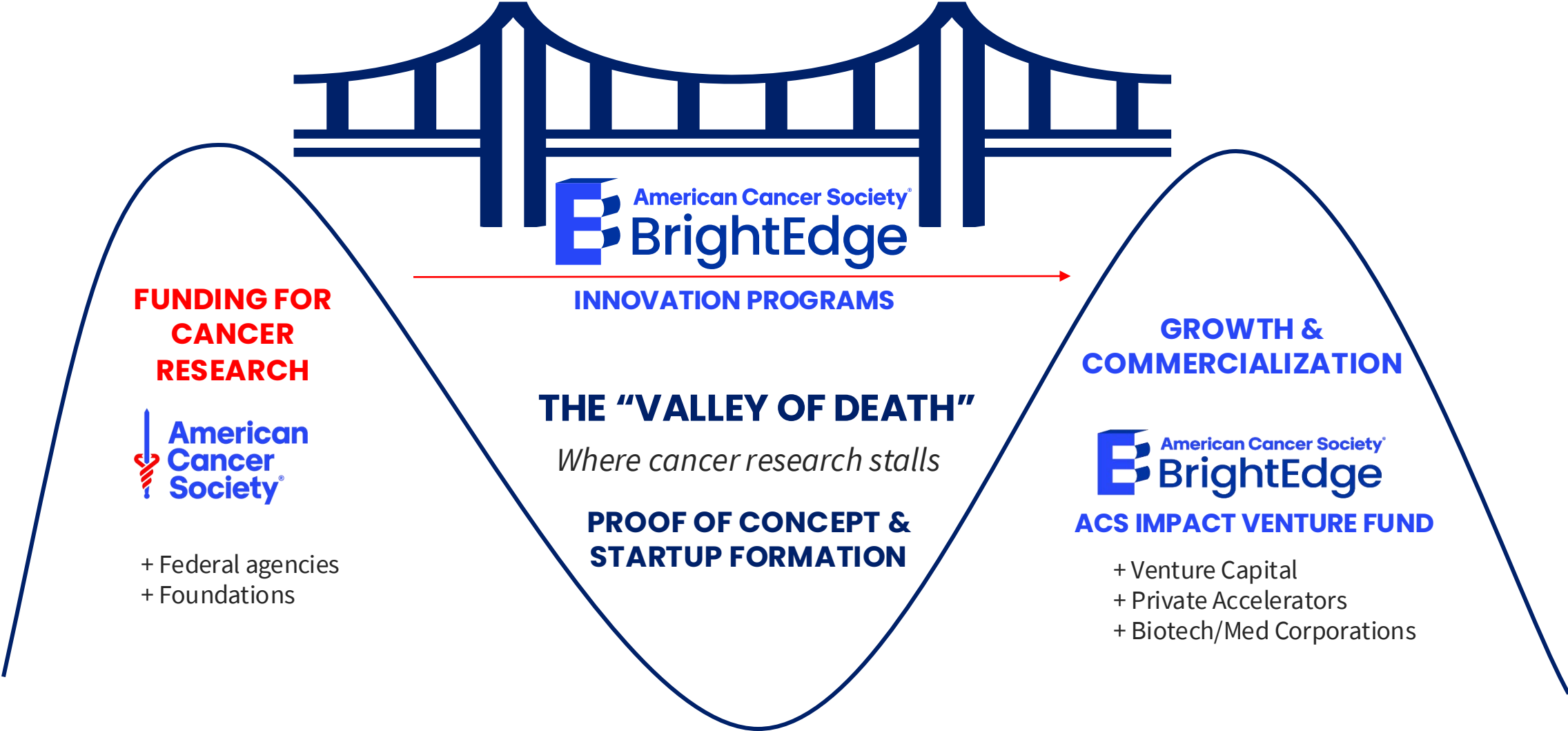


Funding **high-impact** and **innovative cancer research**



ACS Impact Venture Fund (AIVF)

BrightEdge Innovation Programs: Bridging the Innovation Gap



Innovation Programs: Driving Impact



Collaborative Learning Community

Affinity group of aspiring entrepreneurs within grantee network at early stages in their career



Entrepreneurship Program

Support and mentorship for first-time entrepreneurs pursuing high impact potential start-ups



Health Equity Accelerator

Ecosystem development in areas that can reduce disparities and are in need of catalytic funding



Innovation Acceleration Hub

BE/ACS jointly administered grant program focused on proof-of-concept and catalytic seed investments

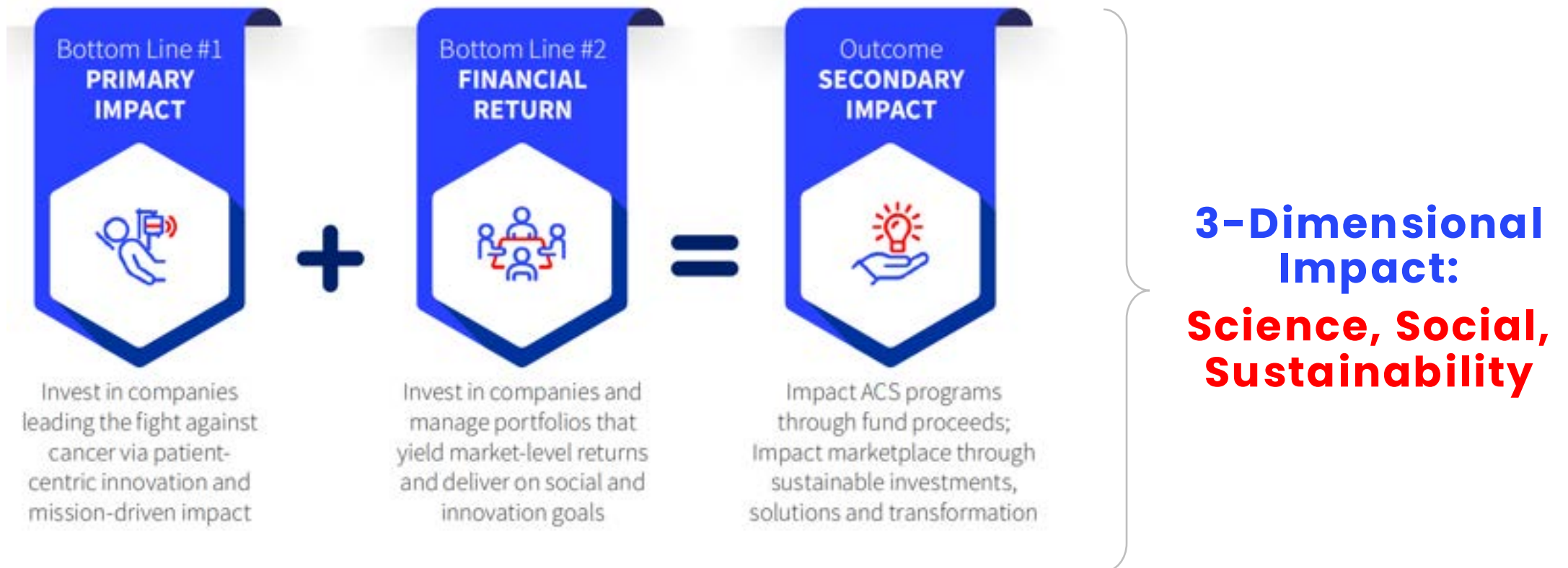
BrightEdge Investments



BrightEdge invests via ACS Impact Venture Fund (AIVF) in for-profit, early-stage companies developing cutting-edge, cancer-focused therapeutics, diagnostics, devices, and technologies to fuel and accelerate ACS's mission of ending cancer as we know it, for everyone.

Triple Bottom Line Returns

BrightEdge makes investments to propel pioneering startup companies and their **groundbreaking patient-centric solutions** forward, creating measurable impact in a shorter timeframe, progressing ACS's mission of **reducing cancer mortality** and **advancing health equity**.



The AIVF Portfolio: Investing Across the Cancer Care Continuum



freonoma

Paradigm

NavigatingCancer

MERCY
BIOANALYTICS

NUSANO

TAILORMED

NAVERIS™

AURON
THERAPEUTICS

Alpheusmedical

interius

Immunitas
THERAPEUTICS

SONATA
THERAPEUTICS

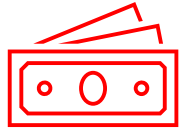
Persephone
Biosciences

CellCentric ModifiBio

Clasp
THERAPEUTICS

*Active AIVF portfolio as of March 31, 2024

ACS Impact Venture Fund (AIVF) by the Numbers



~\$81M

Gross Asset Value of AIVF



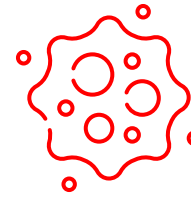
7

Founders Circle members



21 investments

5 exits/IPOs



100's

of cancers
addressed



**\$12M in gains
on >\$45M**

in Investments



>1.5 Million

patients potentially
impacted**

Once AIVF exceeds **\$100M** in value, a portion of proceeds becomes a new and sustainable source of support for ACS and opportunity opens for NextGen investors to participate with returns.

Cancer Impact Investment Framework™



**Impact
Frontiers**

The IMP global consensus
on impact measurement.



**11 ACS Mission
Priority Areas**



**Cancer Impact
Investment Framework™**

CIIF was developed based on the **Impact Frontiers Five Dimensions of Impact** and customized with **ACS mission priority areas** for the quantitative assessment of **impact**.

Case Study Example

Bringing BrightEdge to Life: Meet Dr. Smith*

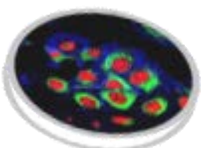
- ▶ Dr. Smith completed her training as an ACS-funded post-doctoral fellow at a prestigious lab at the University of Michigan
- ▶ A few years ago, she joined the faculty of UT Southwestern Medical Center as an Assistant Professor
- ▶ She was awarded an ACS Research Scholars Grant – her first major grant as an independent investigator
- ▶ Her work focuses on identifying novel biomarkers for ovarian cancer that enable early detection of this difficult to treat disease



Dr. Smith's Innovation Journey

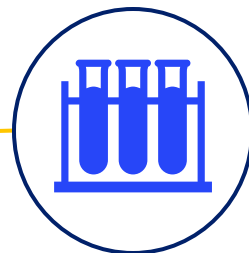


Dr. Smith applies for a new **ACS Discovery Accelerator Grant** to sequence a panel of ovarian cancer samples, a **discreet experiment to further validate an early but promising finding**

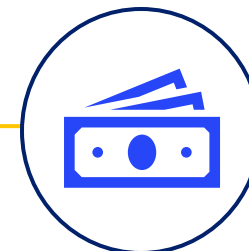


Dr. Smith recently discovered that a previously unidentified protein is highly upregulated on a subset of ovarian cancers – **Possibly a new diagnostic biomarker!**

While continuing her research, Dr. Smith joins an **ACS Collaborative Learning Community**, intrigued to better **understand the process of launching a new start-up** biotech company and **learn through the resources and access to experts provided**



Located in Texas, the first **BrightEdge Innovation Acceleration Hub**, Dr. Smith applies for two stages of proof-of-concept funding to further advance her work and **develop a robust data package that would interest early-stage investors**



With impressive data showing this new biomarker has the potential to be developed into an early diagnostic test that could save lives from ovarian cancer, **Dr. Smith starts her first company** and receives **catalytic funding from ACS BrightEdge as her first seed investor**



As a first-time company founder, Dr. Smith applies to the **BrightEdge Entrepreneurship Program**, which provides **1:1 mentoring, focused programming, and funding** to support her new venture



Smith Diagnostics **receives an investment from AIVF alongside other blue-chip investors** as part of its Series A financing, and becomes **the latest BrightEdge portfolio company**