



# ANSWERING THE CALL

Impact Investing to **End Cancer**  
as **We Know it**, For Everyone

**2022 YEAR IN REVIEW**



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# ANSWERING THE CALL

## To Serve People with Cancer Through Impact Investing

### **BrightEdge is Building Brighter.**

In our second Annual Report since relaunching in 2021, BrightEdge looks back on a year of rapid scale-up and strengthening of our core intentional impact investment thesis to fuel and accelerate ACS' vision of ending cancer as we know it, for everyone.

Throughout 2021, BrightEdge grew its approach and overall size. The American Cancer Society Impact Venture Fund (AIVF) has more than doubled its fund size and has made investments across the cancer care continuum, ranging from prevention and screening to novel diagnosis and precision treatments to tech-enabled solutions for surveillance and survivorship. This is how we pay homage to and leverage ACS' legacy in cancer research and patient support. By identifying and thoughtfully investing in actionable and scalable solutions that address critical unmet needs for people with cancer and their families, we can touch more lives and achieve durable system-level transformation.

We are not a typical investor. American Cancer Society BrightEdge has a distinct vantage

point and position from which to lead and shape the future of cancer innovation and impact investing. The BrightEdge team has grown and welcomed top talent from major research universities, VC and asset management firms, and venture philanthropy. Each of these individuals were compelled by the ACS mission, BrightEdge's integrated operating model, and the call to serve people with cancer and their families through impact investing and innovation.

With the support of the American Cancer Society and our growing Founders Circle, last year we continued proof-of-concept of our VC investment approach that does well financially while delivering mission-aligned impact in novel ways. As connectors and conveners, we have risen to the challenge by expanding BrightEdge's capabilities in impact assessment and innovation enablement to catalyze more market activity in ACS' mission priority areas and strategically navigate complexities to enable more innovators to move impactful projects forward.

Cancer is complex and pervasive, capable of biological adaptation,

and persistent in attacking those in our most vulnerable and marginalized populations. The recent financial market volatility has created additional uncertainty and challenges for early-stage companies trying to make a difference. But by leading with the problem of cancer disparities and defining unmet needs to a degree others cannot, our unique perspective helps us differentiate the signal from the noise and identify innovation with the greatest potential to achieve patient-centric impact and market-rate financial return.

Now is the time for new approaches. BrightEdge is uniquely positioned to unlock ACS's knowledge networks and accelerate innovation by providing financial investment and strategic support to entrepreneurs developing cutting-edge, cancer-focused therapeutics, diagnostics, devices, and technologies. Through collective action, we're building an intentional impact-forward innovation and investment community that can touch more lives and sustain improved outcomes.

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*We have the honor and privilege of bringing the voice of people impacted by cancer to early-stage product development and institutional investing circles. We thank our funders, partners, and portfolio companies for the opportunity to serve people with cancer through impact investing. We have answered the call, and we now call upon others to join us. Together, we are building a bright future with American Cancer Society BrightEdge.*

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**Alice L. Pomponio**  
Managing Director  
BrightEdge LLC  
American Cancer Society, Inc.



## ANSWERING THE CALL

# Improving Lives Through Impact Investing

**The American Cancer Society (ACS) has a proud history of improving the lives of cancer patients and their families for 110 years.** In 2022, ACS evolved its business strategy and made multiple investments to advance our mission through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer.

While research is essential, scientific discoveries alone are not enough. Too few individuals gain access to new scientific breakthroughs, so our ACS CAN advocacy teams work in all 50 states, Puerto Rico, and Guam to ensure everyone has fair opportunities to access treatment and care. Through direct patient support, we also connect people in every community with essential

programs and support services throughout their cancer journey.

Another investment we prioritized in 2022 was BrightEdge, ACS' impact venture capital arm. Through BrightEdge, we are doubling down on our investment in science to accelerate our goal to improve the lives of people with cancer and their families. BrightEdge invests in the development of cancer-focused therapies and technologies to fast-track advances to patients; a secondary goal is to bring durable resources for ACS to fund research, advocacy, and direct patient support. Investment priorities also have the potential to address cancer care inequities and serve to support the next generation of entrepreneurs driving accessible cancer solutions.

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*BrightEdge is closing the gap for which research has an opportunity to improve lives. It is a key component in fueling our innovative mission work and is propelling ACS in our vision to end cancer as we know it, for everyone.*

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**Karen E. Knudsen, MBA, PhD**  
CEO  
American Cancer Society & American Cancer Society Cancer Action Network

BrightEdge operates at the intersection of

# investment, innovation, and impact

**BrightEdge is uniquely positioned to integrate intentionality and integrity in its novel approach.**

Leveraging the unparalleled ACS knowledge base gained from our 110-year legacy of driving cancer research, leading public policy, and delivering patient services, BrightEdge catalyzes innovation to increase impact velocity by strategically investing in entrepreneurial early-stage companies that are developing cutting-edge cancer-focused therapeutics, diagnostics, devices, and technologies.

ACS funded the American Cancer Society Impact Venture Fund (AIVF) with \$25 million in 2019 and committed an additional \$40 million in 2022, signaling that we can invest for and drive mission through high-quality deal making with patient-centric innovation,

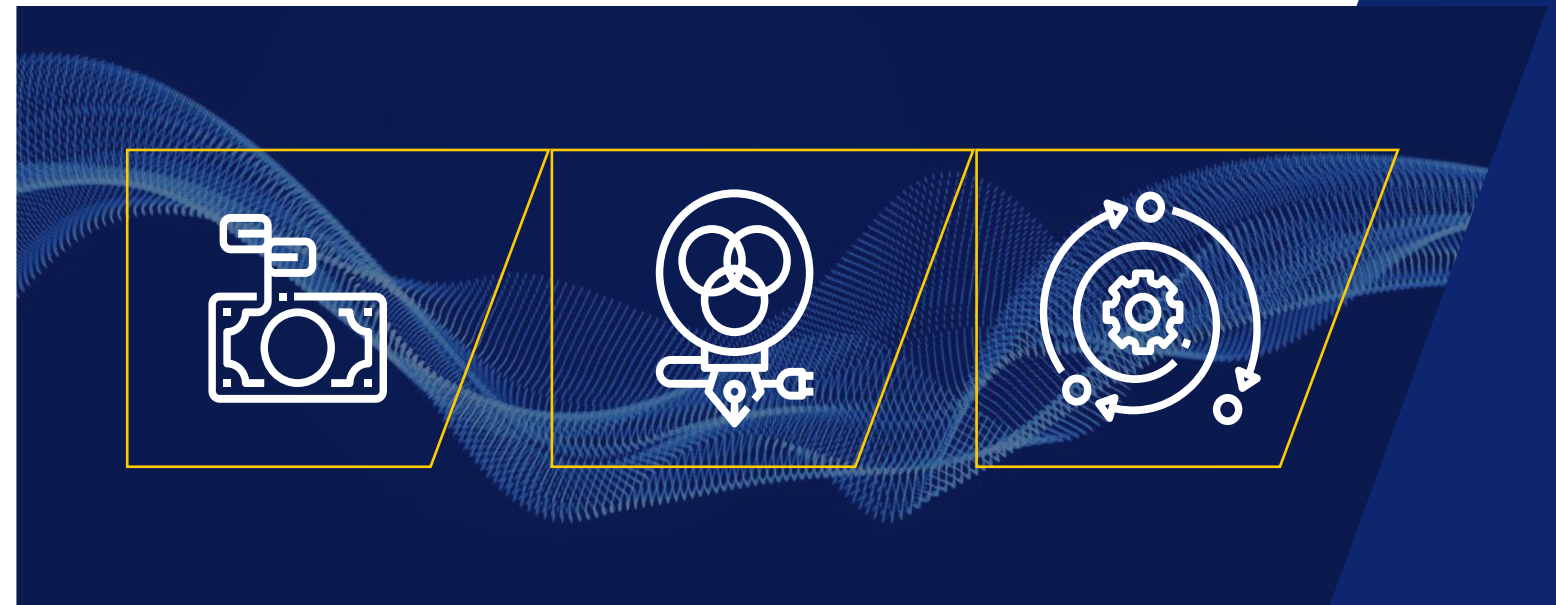
while generating market-rate returns. The commitment from ACS leadership to invest in BrightEdge is a testament to our ability to deliver double-bottom-line results, integrating the ACS mission throughout the rigorous selection process of the companies we choose to invest in and then reinvesting the financial returns from these investments into new companies and distribute back to ACS to further enable mission delivery. BrightEdge invests to reduce cancer mortality and tackle health inequity while building an alternative, sustainable, and diversified source of funding for the array of ACS' lifesaving programs.

BrightEdge seeks to accelerate the commercialization of patient-centric innovations across the cancer care continuum by investing in cutting-edge technology-

enabled solutions and science-based medicines in prevention, early detection, patient access, affordability, care breakthroughs, and treatment adherence.

At the close of 2022, BrightEdge had a portfolio of 18 mission-aligned investments and is an emerging thought leader and catalyst for cancer impact investing to advance health equity and achieve sustainability. BrightEdge invests to bring alive the breadth of solutions needed to target cancer from all perspectives. This blended investment of capital, market awareness, and leveraging ACS resources uniquely accelerates the promise of innovation to serve all people facing cancer today and tomorrow.

to accelerate the American Cancer Society's vision to end cancer as we know it, for everyone.





# BrightEdge: Boldly blazing new paths to deepen impact and end cancer as we know it

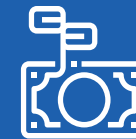
**BrightEdge is committed to defining and catalyzing scientific, social, and sustainable impact across the continuum of cancer care.** The American Cancer Society's remarkable legacy in cancer research and patient support provides us with a unique advantage, enabling us to identify and thoughtfully invest in actionable and scalable solutions that address the most critical areas of unmet need.

We are guided by the following bold principles:



## Patients can't wait:

We have a responsibility to act differently and ambitiously now to help build a better future for people with cancer and their families.



## Mission-aligned investing:

We strategically invest in and support innovative companies and their technologies to accelerate ACS' mission. Generating market-rate returns, while making a positive impact.



## Foresight takes insight:

Our position and the American Cancer Society's legacy in cancer research and patient support guide our investment priorities.



## Do what's right:

Putting patient-centricity front and center in the innovation process de-risks development through rational and ethical product design. Promoting a culture of health equity within the investment and innovation communities helps everyone work to do their part.



## Focus on what matters:

All BrightEdge investments are assessed for impact additionality and the ability to achieve ACS mission priorities through the companies and technologies we choose to invest in.



## Build a brighter future:

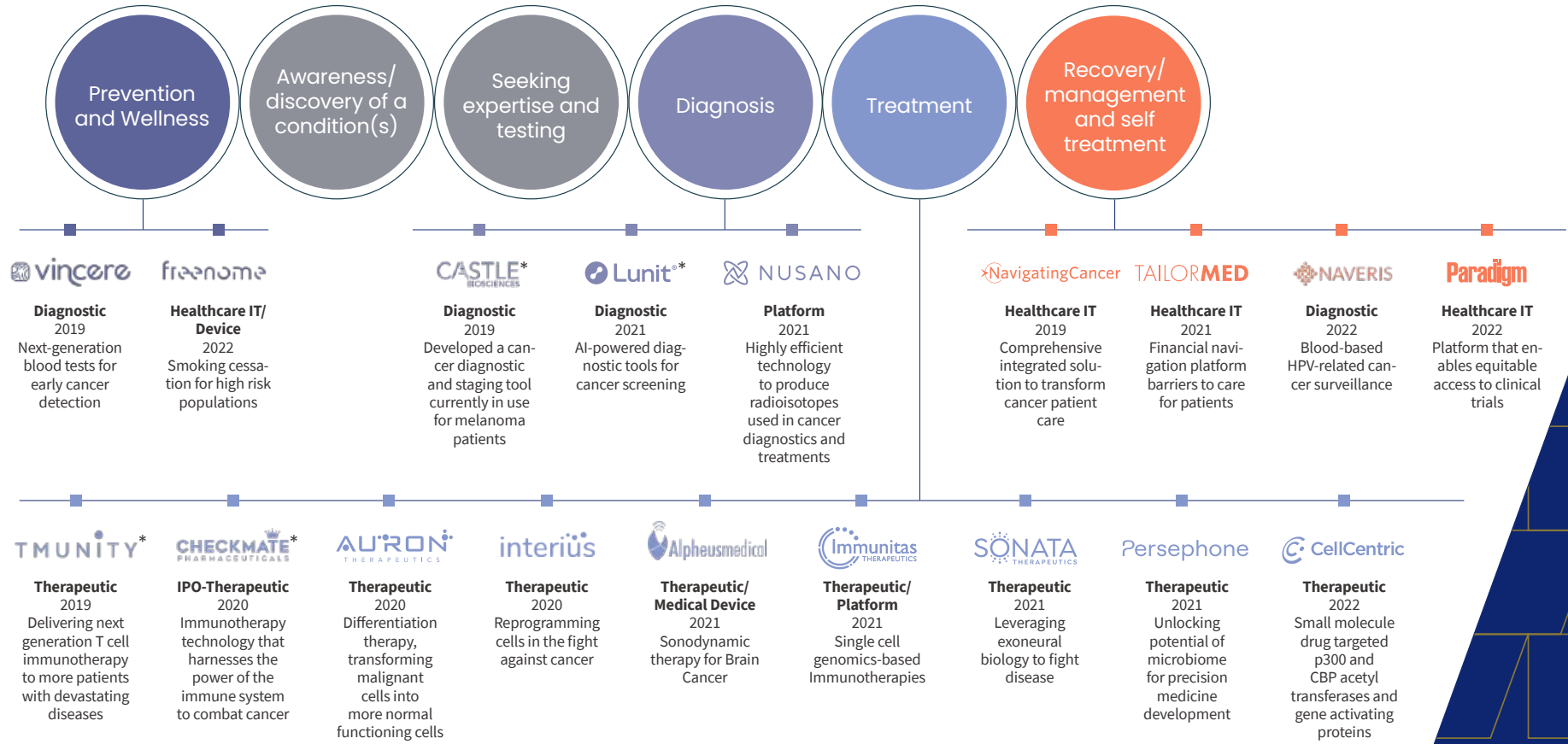
The success of such a complex endeavor relies on the involvement of many stakeholders, and we are well-positioned to navigate the broad landscape, accelerate innovation, and drive system-level transformation.

# Investment: Delivering on the promise of past, present, and future

**The American Cancer Society is the leading cancer-fighting organization with a vision of ending cancer as we know it, for everyone.** We are improving the lives of people with cancer and their families as the only organization combating cancer through advocacy, research, and patient support, to ensure everyone has an opportunity to prevent, detect, treat, and survive cancer. ACS is an expert on cancer impact, and this knowledge base gives BrightEdge a unique perspective. BrightEdge channels the historical and operational expertise of ACS to identify the most impactful scientific discoveries and emerging companies, participate in ongoing value creation, and generate financial returns that diversify ACS' funding sources. In this novel

model, BrightEdge leverages ACS' unparalleled history of research and knowledge generation to sustain the groundbreaking ACS-funded research that the cancer fighting innovation ecosystem has depended upon for over a century. Since BrightEdge and the ACS Impact Venture Fund launched in 2019, it has resulted in demonstrated impact and financial returns and continues to accelerate solutions that span cancer prevention, diagnosis, therapeutics, and patient care technologies. A blended investment of financial capital, market awareness, and harnessing of ACS resources accelerates the development of promising ideas into care solutions for people with cancer and their families.

## The BrightEdge portfolio spans the cancer care continuum



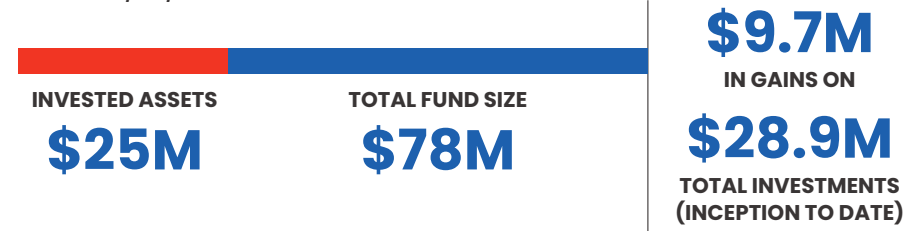
\*Castle: IPO (NASDAQ: CSTL) 2019, exited 2021 • Checkmate: IPO (NASDAQ: CMPI) 2020, acquired by Regeneron 2022 • Tmunity: Acquisition by Gilead announced 2022, completed 2023 • Lunit: IPO (KOSDAQ: A32813) 2022

# ANSWERING THE CALL

## Portfolio Performance and 2022 Highlights

### ACS Impact Venture Fund (AIVF) Financials 2022

As of 12/31/2022

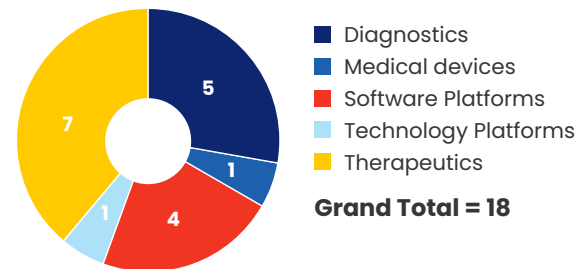


### AIVF Performance

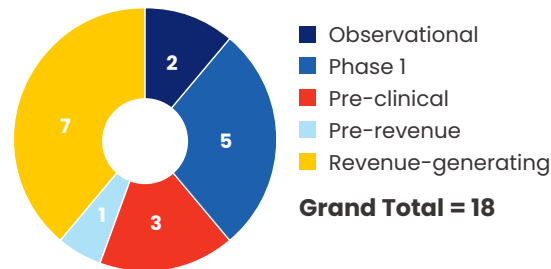
2022 Year End Highlights



### Investments by Sector



### Investments by Development Stage



BrightEdge has evaluated its portfolio's impact by analyzing the number of investments and the amounts invested that align to ACS mission priorities. This evaluation shows the priorities most relevant to BrightEdge's existing portfolio companies and highlights areas for potential future investment.

Mission Priority	% of number of portcos*		% of dollars invested*	
	Primary Focus	Additional Focus	Primary Focus	Additional Focus
1. Discovery areas & platforms	0%	0%	0%	0%
2. New therapies & diagnostics	60%	17%	27%	5%
3. Adverse effects	0%	10%	0%	3%
4. Therapeutic optimization	0%	0%	0%	0%
5. Clinical trials	5%	0%	3%	0%
6. Care delivery	0%	4%	0%	3%
7. Enabling technologies	5%	0%	2%	0%
8. Health data integration	0%	0%	0%	0%
9. Health equity	0%	60%	0%	18%
10. Patient burdens & survivorship	15%	8%	16%	5%
11. Prevention & screening	15%	0%	16%	0%

\*Percent of number of portfolio companies is based off two samples. Primary focus percentage represents the percentage of all portfolio companies with a given mission priority as its primary focus area. Additional focus percentage represents the percentage of all companies with a given mission priority as an additional focus area. Not all portfolio companies have additional focus areas.

\*Dollars invested is a weighted figure. For portfolio companies with a single, primary mission focus, dollars invested is weighted 100% in that mission priority. For portfolio companies with more than one mission priority, dollars invested are weighted 50% in the primary focus, with the remaining 50% equally divided amongst the additional focuses.

\*For current portfolio companies without an active exit strategy, based on available data.

**87%**  
OF THE PORTFOLIO COMPANIES HAVE A DIVERSE C-SUITE.

The innovations of the portfolio companies have the potential to impact over **1.5 million** patients and families.



# Cancer Impact Investment Framework™

## BrightEdge invests combined financial and intellectual capital

in early-stage companies that are leading the fight against cancer via patient-centric solutions and innovations to maximize three dimensions of impact: advancing science, reducing disparities, and building sustainability. The BrightEdge team has developed a unique and proprietary Cancer Impact Investing Framework™ (CIIF) for the assessment and due diligence of potential investments and opportunities. The CIIF is based on the Impact Management Platform (IMP) Five Dimensions for measuring and evaluating impact. CIIF evolves this guidance to create a focused impact measurement utility across ACS' mission priority areas and the cancer care continuum.

CIIF guides the assessment of impact based on factors such as patient-level outcome level, including improvements to prevention, detection, treatment,

survivability, access, and costs; stakeholder relevance, and alignment with the mission of ACS.

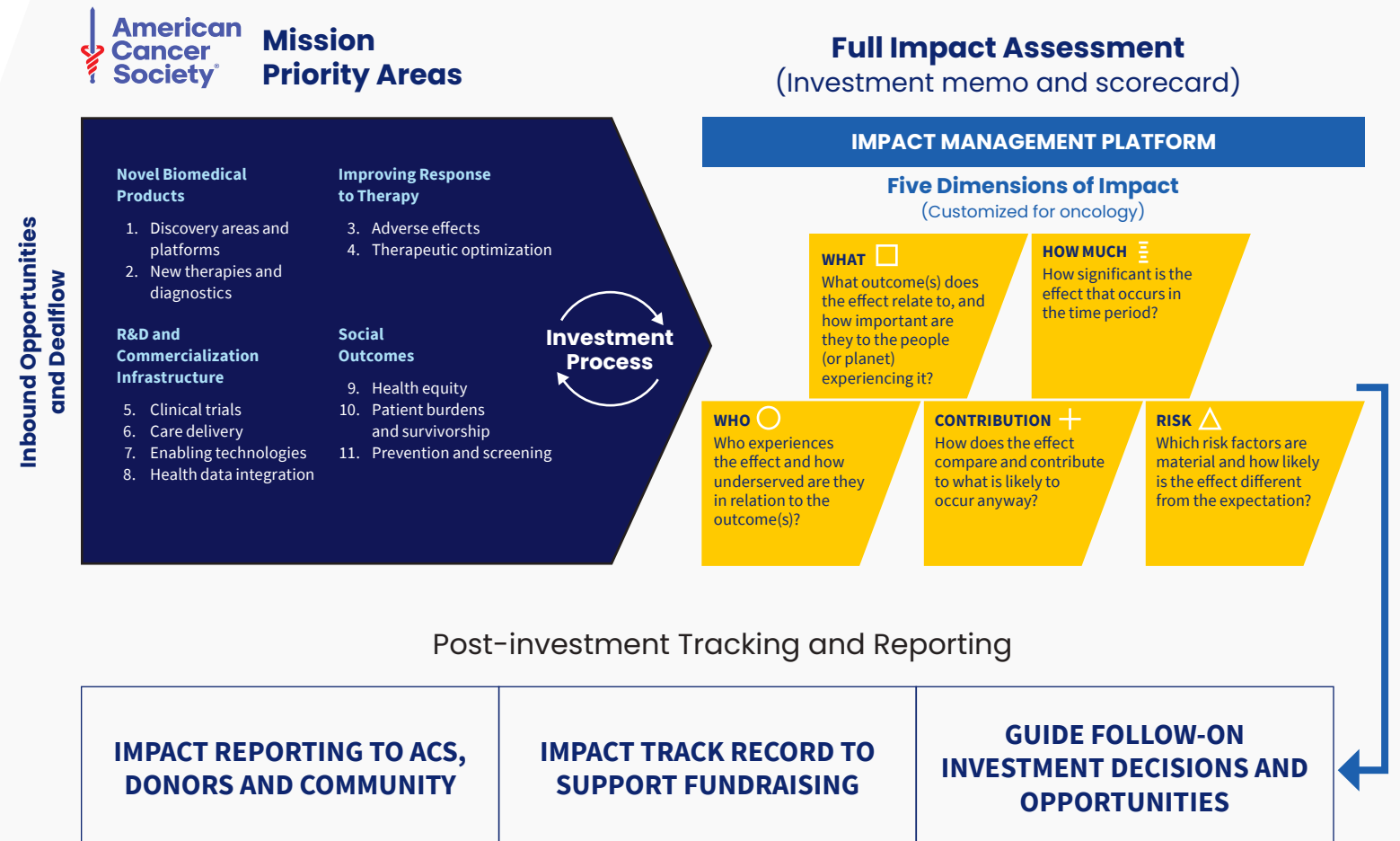
CIIF is used throughout the investment process, from deal sourcing to post-investment management. BrightEdge applies elements of the CIIF to manage inbound deal flow, profile impact in deal qualification, and guide the investment evaluation process. The assessment is used to elicit feedback and approval from BrightEdge's governance structure for impact and investment. Post-investment, BrightEdge has built a measurement and reporting process using the CIIF for ongoing impact tracking and reporting.

BrightEdge sees potential to deploy CIIF across additional asset classes and to aid in magnifying the importance of impact for those investing in cancer across the financial and investment markets. While the impact investing industry is growing exponentially, there is

no definitive standard framework for impact measurement in health care investing, let alone specifically for oncology. In recognition of the importance of building and standardizing this framework, BrightEdge won a 2023 ACS CEO Amplification Award, chosen personally by ACS CEO Dr. Karen Knudsen, to develop and refine the CIIF to accelerate deployment of funding and capital to advance the fight against cancer for the benefit of all.

## CIIF in Action: Guiding the ACS Impact Venture Fund (AIVF)

The ACS BrightEdge investment team has developed the unique and proprietary CIIF for the assessment and due diligence of potential investments and other opportunities



## BrightEdge Impact Case Study:

# Improving Patient Access to Cancer Clinical Trials

**Only 8.1% of people with cancer participate in clinical trials.** Nearly 50% of all clinical trials in the United States are for people with cancer. However, 20% of cancer clinical trials fail due to inadequate patient enrollment.

**Racial/ethnic disparities persist in cancer trial enrollment.** Black and Native American populations are under-represented after adjusting for cancer incidence in these racial/ethnic groups. In response, the FDA has issued draft industry guidance to promote equitable trial representation.

**Clinical trial options are concentrated at a handful of large academic medical centers.** Community-based providers need support in identifying and pre-screening trial options for patients, especially in areas without tertiary care access.



**Patient-level**  
Only **55%** of eligible patients offered participation choose to enroll.



**Provider-level**  
**14%-83%** of eligible patients are not offered trial participation.



**Structural**  
**56%** of patients do not have a locally available trial option.



**Clinical**  
**17%** of patients are ineligible for trials based on exclusion criteria.

[See References on page 25](#)

# Paradigm

## Proposed Solution

### Building a better clinical research platform

Using natural language processing of EHR records and genome sequencing to more easily identify all eligible patients, making trials a care option for everyone.

Managing back-end logistics, regulatory requirements, and data transcription to remove inefficiencies, enable investigators to focus on patients, and assure that trials are designed with equity and access in mind

### Aligning outcomes with ACS/BrightEdge mission priorities

#### IMPROVING CLINICAL TRIALS

Enabling individuals in rural areas and patients without access to major medical centers to have trial options

#### ADVANCING HEALTH EQUITY

Increasing trial representation for underserved populations, including racial/ethnic minority groups

#### OPTIMIZING CARE DELIVERY

Increasing patient enrollment to support cancer care innovation and FDA approval

ACS BrightEdge serves as strategic investor in **Paradigm's \$203M Series A raise**



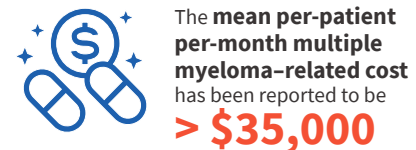
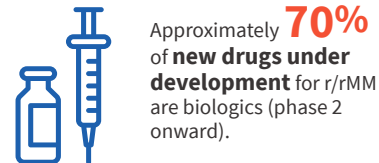
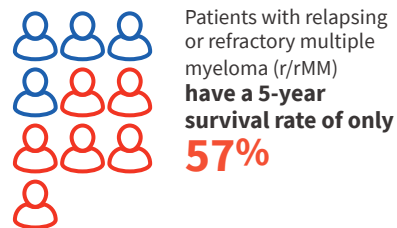
## BrightEdge Impact Case Study:

# More Treatment Options for Patients

Novel treatment options developed over the past 30 years has more than doubled the survival of patients with multiple myeloma. However, **relapse is still inevitable for the vast majority of multiple myeloma patients**, even those that achieved deep remissions.

In the context of recently approved biologic therapies (antibodies, chimeric antigen receptor (CAR)), **there is an access benefit from a small molecule that can be self-administered**. The pipeline of mature programs (phase 2 development onwards) in clinical development leans towards biologic therapies (incl. other cell therapies and vaccines).

New therapies have led to improvements in survival. However, this has resulted in **an increase in average cost of treatment**. There is thus an increased need to be mindful of incremental costs of any novel therapies that are added to the armamentarium



[See References on page 25](#)



## Proposed Solution

Developing new medicines to improve outcomes & quality of life for people with cancer

Oral small molecule inhibitor of p300-CBP, which has a dosing advantage compared to biologics and cell therapy options for r/rMM patients

An oral small molecular inhibitor could offer a cost advantage due to lower cost of goods (COGS), which could help alleviate the financial pressure on r/rMM patients.

## Aligning outcomes with ACS/BrightEdge mission priorities

### DEVELOPING NEW THERAPIES

Supporting the development of novel therapeutics that deliver on patient-centric outcomes

### THERAPEUTIC OPTIMIZATION

Addressing health equity by ensuring broad access of novel therapies through oral administration, allowing at-home treatment

### REDUCING PATIENT BURDEN

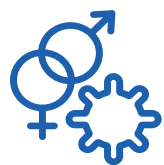
Potentially reducing patient burden by supporting therapeutic development that has the potential to reduce the out-of-pocket cost

ACS BrightEdge serves as strategic investor in **CellCentric since January 2022**

## BrightEdge Impact Case Study:

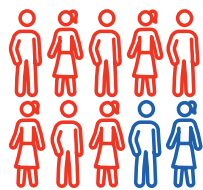
# Health Equity for Viral-related Cancer Populations

20%-25% of patients with HPV-induced head and neck (H&N) cancer will relapse and have a median survival time of 18 months. Finding recurrence early leads to increased likelihood of better outcomes.



**~80%** of HPV-associated cancers are **attributable to HPV infections.**

People who identify as LGBTQ may have a higher risk of cancer, including HPV-induced cancers, which are largely due to discrimination and other factors. Lesbian women were the only subgroup that was less likely than heterosexual women to be encouraged to receive cancer preventive care, such as HPV vaccinations and Pap tests. Lesbian women are less likely than heterosexual women to have a Pap test, and when they are tested, the result is more likely to be abnormal.



HPV is very common. **Eight out of ten people** will get HPV at some point in their lives.

HPV vaccination rates continue to lag national targets, so detection of primary or recurrent HPV-related cancers will be a durable patient need for the foreseeable future.



The COVID-19 pandemic dramatically lowered the rate of HPV vaccinations by **>20%**

Researchers predict that **it will take about 10 years** for the United States to catch up to pre-pandemic rates.



## Proposed Solution

### Novel Technologies for Early Cancer Detection

Blood-based diagnostic test with higher accuracy than physical examination and endoscopy & lower cost than PET-CT imaging for recurrence detection in HPV H&N cancer.	Improve access to all patients by making test available to non-specialized providers
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### Aligning outcomes with ACS/BrightEdge mission priorities

<b>ADVANCING HEALTH EQUITY</b> Advancing health equity by dedicated focus on cancers disproportionately affecting minority groups	<b>IMPROVING SCREENING</b> Improving screening and surveillance participation to ensure earlier detection, and hence better outcomes	<b>NOVEL DIAGNOSTICS</b> Supporting development of diagnostic technologies with higher accuracy and hence effectiveness
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ACS BrightEdge serves as strategic investor in **Naveris's \$51 million Series A raise**

[See References on page 25](#)



## BrightEdge Impact Case Study:

# Smoking Cessation for Underserved Populations

### Smoking causes about 20% of all cancers and about 30% of all cancer deaths in the United States.

About 80% of lung cancers, as well as about 80% of all lung cancer deaths, are due to smoking. Lung cancer is the leading cause of cancer death in people in the United States.

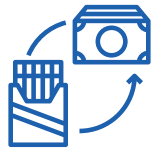


Smoking **increases the risk** of over a dozen types of cancer.

Lung  
Liver  
Bladder  
Pancreas  
Stomach  
Colon/rectum  
Mouth  
Larynx  
Pharynx Esophagus  
Kidney  
Cervix  
Leukemia

### Disparities in tobacco use and cessation persist in the United States.

Individuals from lower socioeconomic backgrounds are less likely to quit smoking than their counterparts from higher income backgrounds.



### More than 1 in 4

adults living below the poverty line smoke cigarettes. While the percentage of adults living above poverty line that are smokers is nearly half of that.

### Inadequate health insurance coverage affects access to existing smoking cessation treatments.

Among low-income Medicaid-covered individuals, 69.2% of adult smokers want to stop smoking but only 34.5% of those who tried to quit used evidence-based counseling or medications. Racial/ethnic disparities in health insurance coverage rates also affect access to smoking cessation treatment.



Recent **successful cessation in people insured by Medicaid** was about **40% less** than among those privately insured, even though they try to quit at similar rates.



## Proposed Solution

### Innovating access to smoking cessation

Vincere's digital platform combines pioneering SMS-based Generative AI conversational interface with coaching, CO monitoring, and incentives to reach a high volume of people who smoke at low cost.

Value-based payment: 100% fees-at-risk contracts based on verified quit outcomes and engagement measures incentivizes sustained behavior change and clinical outcomes.

### Aligning outcomes with ACS/BrightEdge mission priorities

#### SUPPORTING PREVENTION

Focusing on smoking cessation and decreased tobacco use to drive lower cancer incidence rates

#### ADVANCING HEALTH EQUITY

Innovating payment structures to brings access to underserved patients who are interested in quitting but face financial barriers to do so

#### IMPROVING CARE DELIVERY

Creating a digital health platform to enable health systems to quantify and track impact to improve population health

ACS BrightEdge serves as strategic investor in Vincere's \$1.75 million strategic funding round

[See References on page 25](#)



## BrightEdge Impact Case Study:

# Overcoming Access Limitations for Nuclear Medicine

The Society of Nuclear Medicine estimates that **20 million nuclear medicine procedures are performed annually in the United States**. Over 40 million nuclear medicine procedures are performed each year worldwide.



The demand for radioisotopes is increasing at about **19% annually** while the **supply chain is significantly constrained**.

**Currently, the industry is facing a shortage in the supply of many radioisotopes**, due to: 1) supply chain challenges, 2) lack of innovation, 3) few manufacturing facilities that are dedicated to nuclear medicine, 4) reliance on ex-US production. Unlike other supplies, radioisotopes cannot be stockpiled because of constant radioactive decay. This has resulted in hampered access to nuclear medicine for patients and unacceptable delays in care.

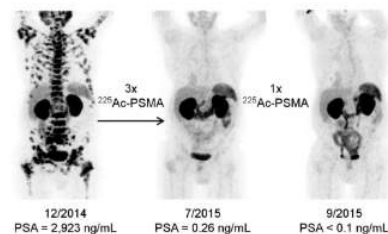


Of the six main world radioisotope suppliers, **only 1 has a U.S. facility**.



Most medical radioisotopes made in nuclear reactors are **sourced from relatively few research reactors**.

**Importantly, new radiopharmaceuticals are in development that can lead to significantly improved outcomes for cancer patients**. However, to meet the growing demand and enable equitable access to these novel medicines, a robust and efficient supply of radioisotopes will be required.



PET/CT scans of patient after receiving 225Ac-PSMA-617 treatments. Two novel radiopharmaceutical agents for metastatic prostate cancer, 177Lu-PSMA (Pluvicto™) and 225Ac-PSMA **have shown remarkable efficacy and safety in patients that have failed all other available therapies**.



## Proposed Solution

### Supplying the fight against cancer

Novel and proprietary manufacturing process can produce 12 different radioisotopes simultaneously with a smaller and more efficient ion source.

Manufacturing facility dedicated to the production of cancer-fighting radioisotopes opening in Q1 2025 will enable a scalable solution for diagnostics and therapeutics that rely on these isotopes.

## Aligning outcomes with ACS/BrightEdge mission priorities

### CRITICAL ENABLING TECHNOLOGY

Ensuring broad availability of critical input materials into both diagnostics and therapeutic modalities key to cancer care

### NOVEL DIAGNOSTICS AND THERAPEUTICS

Production of novel isotopes at unprecedented scale; enabling next-gen diagnostics and therapeutics

### ADVANCING HEALTH EQUITY

Increasing efficiency and scalability in the process to reduce costs, stabilize supply chains, and lower barriers to diagnosis and care

ACS BrightEdge serves as strategic investor in **Nusano's \$48 million Series B raise**

[See References on page 25](#)



# Impact: Unwavering commitment to all cancer patients, their families, and caregivers

At the heart of our work is a steadfast commitment to realizing the American Cancer Society's vision to end cancer as we know it, for everyone.

Starting in 2021, we diversified our portfolio to embrace approaches along the entire patient journey and product value chain. We are uniquely positioned to accelerate innovation by providing financial investment and strategic support to entrepreneurs developing cutting-edge, cancer-focused therapeutics, diagnostics, devices, and technologies.



## SCIENCE:

We seek to advance scientific discovery and promote patient-centric rational and ethical product design.

We are not a typical investor. We see the challenges and can define the greatest unmet needs in a way that others cannot. By focusing on the mission priorities of the American Cancer Society, we deploy resources and provide additionality to those companies and entrepreneurs working to reduce disparities and promote health equity.



## SOCIAL:

We are working with partners across the investment and innovation ecosystems to increase private investment toward technology-enabled solutions that address health disparities and achieve ACS' mission priorities to advance health equity.

We also know that only together can we beat something as complex and pervasive as cancer. We are committed to being the navigators, connectors, and facilitators who guide the way and accelerate sustainable solutions for a brighter future.



## SUSTAINABILITY:

By launching new business models and financial approaches to address health system gaps and market failures, we can drive primary impact while also generating financial returns to provide alternative revenue sources to bolster and sustain ACS's lifesaving work for decades to come.

## BrightEdge Investing for Three-Dimensional Impact Drives Sustainability in Cancer Care and for American Cancer Society

### SOCIAL

Develop thought leadership and drive ecosystem-level transformation to mobilize more resources in the fight against cancer



### SCIENCE

Catalyze innovation that enables market-based solutions to advance ACS mission priorities

### SUSTAINABILITY

Grow alternative revenue streams to support and sustain ACS programs in research, advocacy, and patient support

System-level transformation:

# connectors and conveners

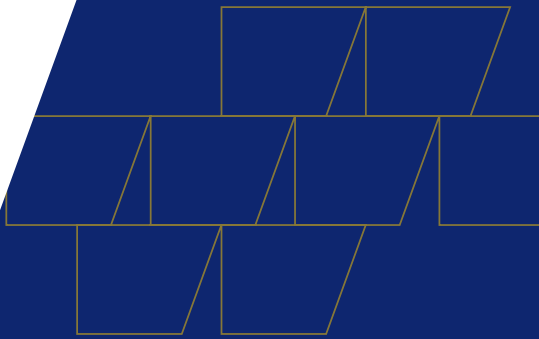
**BrightEdge stands poised to satisfy the growing interest among philanthropists seeking platforms that put their donor dollars to work in bold new and sustainable ways** while addressing increased demand for mission focused investments that perform across financial and measurable impact metrics. Donors and supporters alike can lean into BrightEdge’s model with trust and confidence knowing that ACS’ evidence and knowledge underpin the investment strategy and that financial returns are reinvested and used to sustain ACS’ lifesaving research and programs.

**Why and How We Invest:**

The American Cancer Society and BrightEdge see the opportunity to address the underlying challenge of sustainability through our cancer care focused impact investing. We strive to do this in multiple ways.

<p><b>Generate market-rate returns and create a sustainable stream of funding that diversifies income needed to fuel ACS’ lifesaving research and patient programs</b></p>	<p><b>Invest in mission-priority areas to attract additional private capital to areas known to have the greatest impact for people facing cancer and their caregivers</b></p>	<p><b>Bring patient-centricity to early-stage companies at critical stages of product design and development to pave the way for more equitable access to care</b></p>
<p><b>Deploy evidence and ACS’ unparalleled expert knowledge to effectively partner and drive market-based transformations that save more lives from cancer</b></p>	<p><b>Drive best-in-class commercial solutions that accelerate and deliver ACS’ mission via sustainable health care approaches</b></p>	<p><b>Raise awareness of ACS purpose and impact and strengthen a culture of health equity, diversity, and inclusion among conventional investors and innovators</b></p>

helping drive collective impact across the cancer care eco-system.





# THOUGHT LEADERSHIP

## 2022 BrightEdge Summit

BrightEdge held its inaugural *Summit on Investing and Innovating for Impact in Cancer* on November 29-30, 2022. The invitation-only Summit focused on novel financing and commercial approaches while fostering collaboration towards investing to advance the fight against cancer. The events of the Summit included the following:

### **BRIGHTEDGE-CANCERX CANCER IMPACT AND ESG INVESTING THINK TANK**

Co-hosted with Massachusetts Institute of Technology Laboratory for Financial Engineering (LFE), focused on tapping into financing opportunities related to impact investing and ESG to accelerate biomedical innovation in pursuit of ACS' mission

#### **KEY TAKEAWAY**

There is a significant opportunity to increase the amount of funding available to innovative players in the cancer ecosystem by making a more concerted effort to tap into the impact investing and ESG marketplace. Doing so requires measuring impact, meeting the criteria of impact and ESG investors, and making the case for the impact that cancer-focused companies will deliver. Moreover, the representative group of industry leaders in asset/investment management and bio/pharma want to see ACS/BrightEdge lead and catalyze this emerging marketplace.

### **BRIGHTEDGE IMPACT SHOWCASE**

Featuring ACS scientific research and advocacy insights, BrightEdge portfolio company presentations, and panel discussions on innovative opportunities to invest for 3-dimensional impact advancing science, social, and sustainability goals.

#### **KEY TAKEAWAY**

Among the top priorities for ACS and BrightEdge are early detection, screening, and prevention as well as solving problems of access and affordability.

Biotech and health care investors want favorable financial returns, but they are becoming increasingly motivated by more meaningful goals. They also want to deliver social impact by starting and scaling companies that address unmet medical needs, serve underserved populations, create platforms and product engines, spur breakthrough innovations, create entirely new business models, improve the patient journey, and help transform the broken and inequitable health care system. In driving impact, these investors see great value in partnerships with other investors and players in the health care ecosystem, including health care providers and ACS BrightEdge.

# Looking to the future: Innovation services and impact entrepreneurial support

**Health care is complex, and investing in early-stage solutions exposes technical, financial, and market-level risks.** But patients are counting on ACS to fuel scientific discovery, provide support throughout the journey, and level the playing field so everyone has a fair and just opportunity to prevent, detect, treat, and survive cancer.

The American Cancer Society is the largest non-governmental, nonprofit, funder of cancer research in the United States and has had a role in nearly every cancer research breakthrough since 1946. This experience provides a platform enabling BrightEdge to identify the areas of greatest need and provide thought leadership to the broader investment community. Further, ACS and BrightEdge are convening diverse groups of stakeholders and partners to leverage shared resources to accelerate the most impactful solutions and technologies. BrightEdge is launching new programs in 2023 and beyond to channel our expertise and to advance the robust pipeline of ACS scientific discovery to reach patients faster, participate in company value creation to sustain future research grantmaking, and achieve market-level transformation on behalf of patients and their families.

These goals cannot be achieved without intentionality to guide innovation and optimize impact targeted at advancing the full mission of ACS. As such, BrightEdge has embarked on an important new strategy to build innovation service capabilities to complement our impact investing.

BrightEdge embraces both scientific and social innovation goals and is laying the groundwork for innovation enablement to propel the next generation of solutions through:

1

## Partnering with ACS Discovery Sciences to strengthen our investment activity and narrow the gap between scientific grantmaking and equity investments

- Provide key de-risking resources in mission-aligned areas that are in need of catalytic support
- Enable BrightEdge to create and capture value where ACS has already significantly “invested” via historical grant funding

2

## Mobilizing and integrating ACS grantee, professor, and collaborator networks to accelerate and deepen impact innovation and investing

- Creates an ecosystem of mission-oriented volunteers and mentors to support the next generation of impact innovators and increase their likelihood of success

3

## Identifying and enabling the next generation of cancer impact innovation entrepreneurs and leaders

- ACS has helped launch many scientific careers through critical grant funding of postdoctoral fellows and early-career research scholars
- BrightEdge now has the ability to further that legacy and help catalyze the careers of mission-driven entrepreneurs and help them accelerate their innovations to impact patients



# COLLABORATION HIGHLIGHT



**BrightEdge and Third Rock Ventures announced a collaboration in July 2022 to drive innovation in oncology.**

Third Rock Ventures (TRV) is a leading healthcare venture firm focused on advancing disruptive areas of science and medicine to deliver breakthroughs to patients.

The relationship connects a leading venture capital firm with a mission-driven strategic investment partner at the earliest stages of oncology company formation to broaden the impact of innovative oncology-focused startups.

[Read the full July 2022 press release here](#)



*“At TRV we work with a singular mission – to bring biomedical innovation to patients living with significant unmet medical needs. This relationship with BrightEdge strengthens our impact across the oncology ecosystem by helping to facilitate ACS programs and initiatives which play critical roles in the patient care continuum“*

**Reid Huber, PhD**  
Partner  
Third Rock Ventures



*“This partnership touches today’s patients by ensuring ACS can sustain life-saving patient services while paving the way for tomorrow’s innovative solutions. We fully expect to replicate this model with other mission-aligned VC firms to deepen our impact and accelerate our patient-centric mission in reducing cancer mortality, ending pain and suffering, and advancing health equity.”*

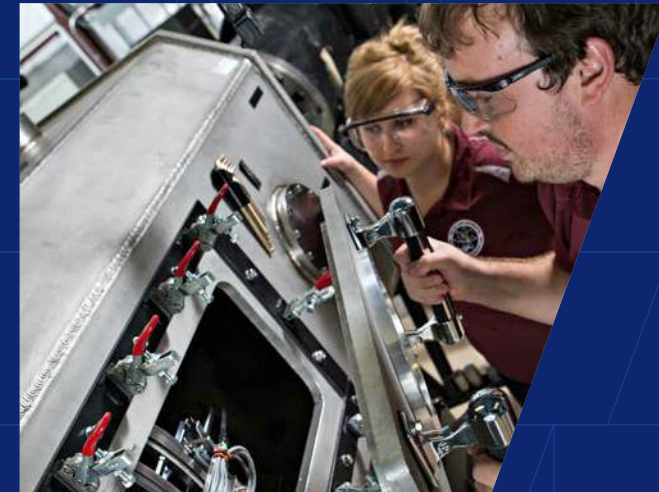
**Alice Pomponio**  
Managing Director  
ACS BrightEdge

## DONOR PROFILE

# WoodNext Foundation

**The WoodNext Foundation manages the philanthropy of tech innovator and Roku CEO/founder, Anthony Wood, and his wife Susan.** Their philanthropic efforts are guided by their overall mission to advance human progress and remove obstacles to a fulfilling life. The WoodNext Foundation's priorities include mental health, homelessness, scientific and biomedical research, disaster recovery, and economic opportunity with a focus on addressing root causes.

WoodNext supports regional, national, and international efforts. As the Woods have strong ties to Texas, WoodNext's domestic grant making has a particular focus on strengthening communities across the southern United States.



*“We’re proud to be among the first Founder’s Circle members and actively join the fight against cancer. Philanthropists – especially those with a background in entrepreneurship and venture capital – should consider investing in a fund model structured along the lines of BrightEdge.”*

**Nancy Chan**  
Executive Director  
WoodNext Foundation



# Our team

## Answering the call to serve people with cancer

In 2022 we grew our team across disciplines to deliver ACS BrightEdge's integrated operating model across innovation, investment, and impact.



**Alice L. Pomponio, MPP**  
Managing Director



**Farnaz Bakshi, PhD**  
Director, Innovation



**Eunice Chapon, JD**  
Director, Operations & Business Development



**Steve Curtis, PhD**  
Director, New Ventures



**Lucas De Breed, PhD, MPA**  
Director, Investments



**Amy Berg**  
Principal, Philanthropy



**Michka Sharpe, PhD**  
Associate



**Bianca Scimemi**  
Operations and Events Coordinator



# Our ongoing call to action

More than 1.9 million people living in the US are expected to be diagnosed with cancer in 2023, and over 609,820 are expected to die from the disease.

**The pandemic-related disruption of health services in 2020 and 2021 resulted in millions of missed or postponed appointments for cancer screening or follow-up for abnormal results or new symptoms**, in addition to patients already diagnosed who experienced treatment delays and/or modifications. The consequences of interruptions in care will become evident in cancer statistics over the next several years to come.

Despite significant advances in cancer treatment, health disparities continue to widen for many groups and cancer types. ACS' goal to reduce cancer mortality and improve the lives of patients and their families requires not only progress in understanding and treating the 200 unique types of cancer, but in improving the health care system and social determinants of health.

BrightEdge is positioned to generate returns on financial, social, and innovation goals in service of ACS, which delivers on our commitment to patients past, present, and future. Drawing upon ACS's track record of success in operationalizing solutions through public and nonprofit sectors, the time has come for evidence-based approaches that target cancer with laser-focused purpose through private investment, early-stage company growth, and novel business models so that our lifesaving mission continues, impact amplifies, and progress endures.

Without intentional efforts, the marketplace may inadvertently widen health care disparities. By bringing an evidence-based, patient-centric lens to life sciences investment, we play a catalytic role in building a culture of health equity within our innovation ecosystem to accelerate demand-led solutions in the areas of greatest need. ACS is uniquely positioned to rapidly distribute evidence-based scientific knowledge and social advances through our publications, platforms, and policy advocacy. Through our investments, BrightEdge will promote standards of environmental and social impact and ethical and responsible governance for impact investing.

Once ACS Impact Venture Fund reaches \$100M in fund size, granting of an annual percentage of investment proceeds will commence to fuel ACS research and patient service programs in more than 5,000 communities. Being a social innovation startup, BrightEdge Founder's Circle and /BE the CURE Partners are our friends and families, early funders, and thought partners in innovating more impact to save the lives of people facing cancer today and tomorrow.



# Thank you for your support!

## Would you also like to become a part of the BrightEdge Founders Circle by becoming a donor?

You will make a transformational impact in joining us as we invest directly into the companies and entrepreneurs who are changing the landscape of cancer care while simultaneously helping us to create a long-term, sustainable revenue stream for the ACS.

The Founders Circle is a dynamic group of individuals and institutions who invest their compassion, experience, leadership, and financial support to fulfill the shared mission of the American Cancer Society BrightEdge Fund. The Founders Circle offers a list of exceptional privileges and amenities.

Membership in the American Cancer Society BrightEdge Founders Circle Community requires a \$500,000 minimum commitment.

BrightEdge, LLC is a wholly owned subsidiary of the American Cancer Society. Donations to the American Cancer Society and BrightEdge are tax-deductible to the extent permitted by applicable law.

(See IRS Notice 2012-52.)

BrightEdge would like to thank Founders Circle Members who support our model and have continued to enable new programming and strategic growth.

## BrightEdge Founder's Circle Members:

Anonymous

Godard and Stacy Abel

WoodNext Foundation

Resonance Philanthropies

Lyda Hill Philanthropies

Dr. Stephen Klasko and Colleen Wyse

Anonymous



*The BrightEdge team honors the memory of our ACS colleague Rachel Fournier, Principal, Foundation Relations, who was a tremendous advocate of and contributor to our work.*

## BrightEdge Investment Committee Members:

Alice Pomponio, MPP

Karen Knudsen, MBA, PhD

Kael Reicin, MBA

Michelle Le Beau, PhD

Edison (Ed) T. Liu, MD

Othman Laraki, MS, MBA\*

Bruce Barron

Ken Stoll (non-voting)

## BrightEdge Impact Committee Members:

Kael Reicin, MBA

William Dahut, MD

Tawana Thomas-Johnson

Arif Kamal, MD, MBA, MHS

Lisa Lacasse, MBA

Timothy Philips, JD

\*Committee term ended Q2 2023

# BrightEdge Impact Case Study:

# Resources

## PARADIGM

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[FDA Takes Important Steps to Increase Racial and Ethnic Diversity in Clinical Trials. https://www.fda.gov/news-events/press-announcements/fda-takes-important-steps-increase-racial-and-ethnic-diversity-clinical-trials](https://www.fda.gov/news-events/press-announcements/fda-takes-important-steps-increase-racial-and-ethnic-diversity-clinical-trials)

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