

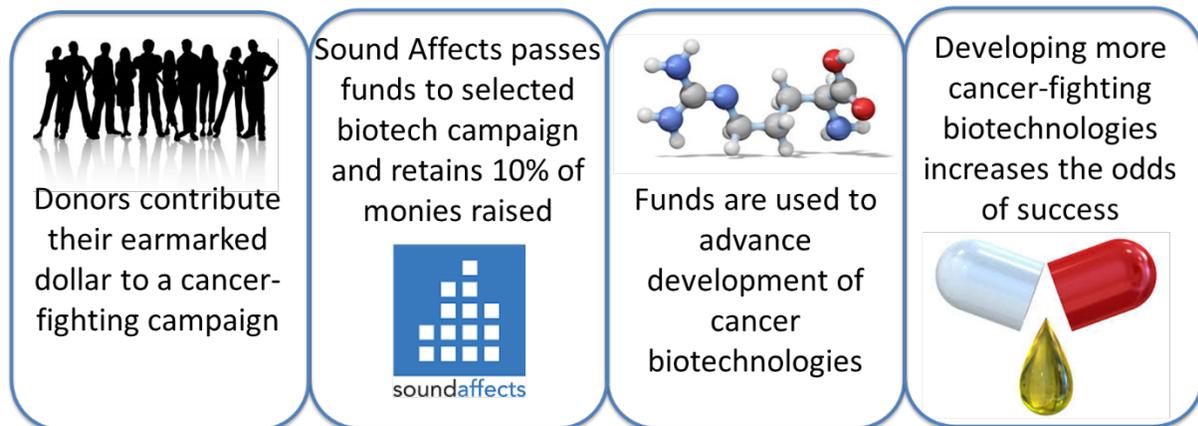


soundaffects

Guidelines for Crowdfunding on the Sound Affect Platform

About Sound Affects

Sound Affects is a 501(c)3 charitable organization dedicated to supporting entrepreneurial initiatives where promising concepts have been advanced to address cancer, but where lack of critical funding hampers efforts to move potential solutions forward. Our model uses a crowdfunding platform that enables innovators to access a *non-dilutive* raise through *charitable donations* of crowdfunding supporters, empowering the interested public to directly and transparently support cancer solutions they find personally and intellectually appealing. With its innovative approach and platform, Sound Affects is transforming how we think and finance promising entrepreneurial approaches that bring an array of partners together to fight cancer for the benefit of all.



Sound Affects Model Helps Entrepreneurs While Increasing Odds of Success for the Public

Sound Affects Matching Fund

Sound Affects utilizes music as its principal medium to reach audiences that seek better outcomes for those suffering from cancer. Cross culturally, music has always been an effective expression of cultural norms, values and desires. Therefore, those who create music have great potential to positively influence beliefs and cultural change. Sound Affects capitalizes on strategic partnerships with emerging musical artists and music industry platforms to help raise awareness and funds through a peer-to-peer outreach model. *All funds raised through our music industry partnerships support the [Sound Affects General Fund](#), a fund dedicated to matching the crowd, dollar for dollar.* Therefore, campaigns on the Sound Affects platform will receive a matching donation when 50% of their fundraising goal has been achieved.

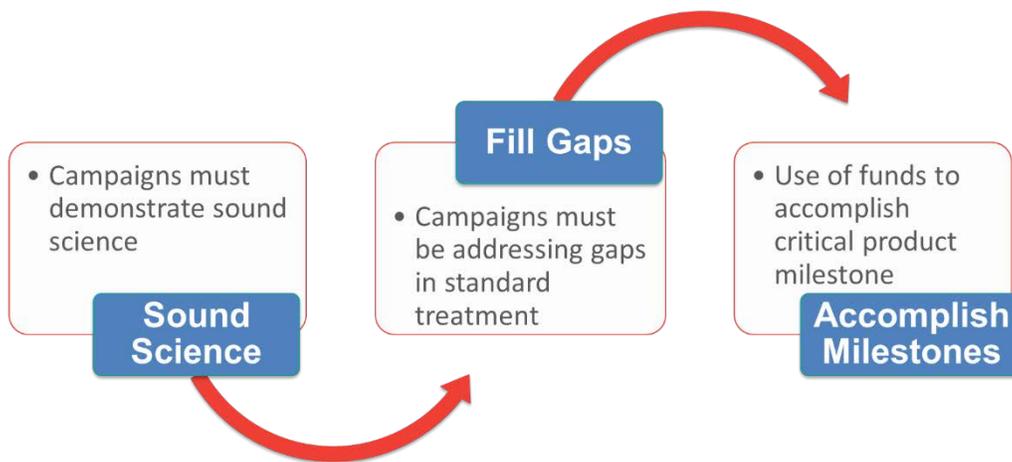
The Technologies We Seek To Crowdfund

Sound Affects supports entrepreneurs developing technologies that address critical gaps in standard treatment practices for particular cancer markets. Technologies must fall under one or more of the following therapeutic area:

- ✓ Therapeutics
- ✓ Treatment decision-making tools
- ✓ Monitoring tools
- ✓ Diagnostics
- ✓ Devices
- ✓ Prevention methods
- ✓ Patient/clinician management systems

Vetting Process

Sound Affects works with a vetting team to identify candidate cancer-fighting innovations for crowdfunding. We specifically seek projects that 1) demonstrate sound science; 2) address an unmet need in standard care for cancer; 3) utilize funds toward the accomplishment of a critical product development milestone.



Vetting Process to Identify Cancer-Fighting Solutions for Crowdfunding

Establishing Your Crowdfunding Campaign

Companies who wish to set up a crowdfunding campaign on the Sound Affects platform must submit an online application. Sound Affects supports approved campaigns through the crowdfunding process from start to finish. We will work with companies to generate compelling video and written content that clearly communicates to the lay audience why the advancement of your technology is important for improving treatment and survival outcomes for the public afflicted or concerned with cancer. Sound Affects will actively market your campaign during the campaign Term (see below) through our monthly newsletter and social media channels.

Fundraising Term and Goal

All campaigns must declare a fundraising Goal that would help support the accomplishment of the next immediate product development milestone, as stated in your campaign profile. For example, the fundraising Goal could be a dollar amount that supports the testing of your compound in animal oncology models, or the manufacture of compound needed for a phase I clinical trial, etc. Fundraising Goals can also be defined as the requisite amount needed to leverage funds from other key sources.

There is no minimum or maximum fundraising Goal requirement. Our platform supports a “keep what you raise” or “flexible” crowdfunding model.

Our fundraising Term is 60 days. Essentially, if after 60 days your campaign remains partially funded, all monies will be transferred to the designated campaign owner, and no monies will be returned to donors. Likewise, if the project reaches or supersedes the fundraising goal, all monies, including those in excess of the fundraising goal, will be transferred to the designated campaign owner.

Proposed Access of Funds:

Campaigns accepted to the Sound Affects crowdfunding platform must rally their crowd for donation commitments *prior* to launch date of the campaign. Key to successful crowdfunding is having the financial support of your organization's *immediate network*. This includes the management team, board members, partners, staff, friends and family, affected patients etc. Best practices for tapping the interest and funds of your immediate network are below:

1. Identify your "Fundraising Team" of five or more people.
2. Each member of the Fundraising Team composes a list of 50 or more individuals in their personal network who agree to commit a certain dollar amount on the date of the campaign launch.
3. Create a "Launch Party" at the company headquarter for the committed donors to attend, learn more about the technology and make their contribution.
4. Set up a Thunderclap account to have your campaign shared on the social media channels of your committed donors.
5. Send out a press release announcing the launch of your campaign, the benefits of your technology to society and the urgency of reaching the crowdfunding goal.
6. Actively share the campaign on social media channels of your company and the members of the Fundraising Team.

Capture of Funds

Funds raised through our crowdfunding pathway will be captured by Sound Affects as a tax deductible donation through the PayPal system. Upon credit card or bank approval of funds transacted, donors will receive an electronic receipt documenting the amount and date of their donation to Sound Affects.

Disbursement of Funds

Two weeks after the fundraising Term, Sound Affects will disburse donor directed funds to their respective campaigns as a charitable grants via an account transfer through Paypal.

Use of Funds

Funds raised must be dedicated toward a specific product development milestone. Each campaign will need to make its case as to why the funding sought is critical and the implementation plan feasible. Use of funds must also be itemized for each campaign you run. We will require donor updates and a final report with supporting documentation transparently describing the use of the funds.

Proprietary Information

Proprietary information should not be provided in your project campaign. We will not be held liable for proprietary information that enters the public domain through our crowdfunding platform.