

CancerAid

Empowering Cancer Patients and Their Caregivers

Dr. Nikhil Pooviah

# CancerAid Team



**Dr. Nikhil Pooviah**  
Founder & CEO

Radiation Oncology  
Advanced Trainee,  
Chris O'Brien Lifehouse



**Dr. Raghav Murali-Ganesh**  
Co-Founder

Radiation Oncology  
Advanced Trainee,  
Chris O'Brien Lifehouse

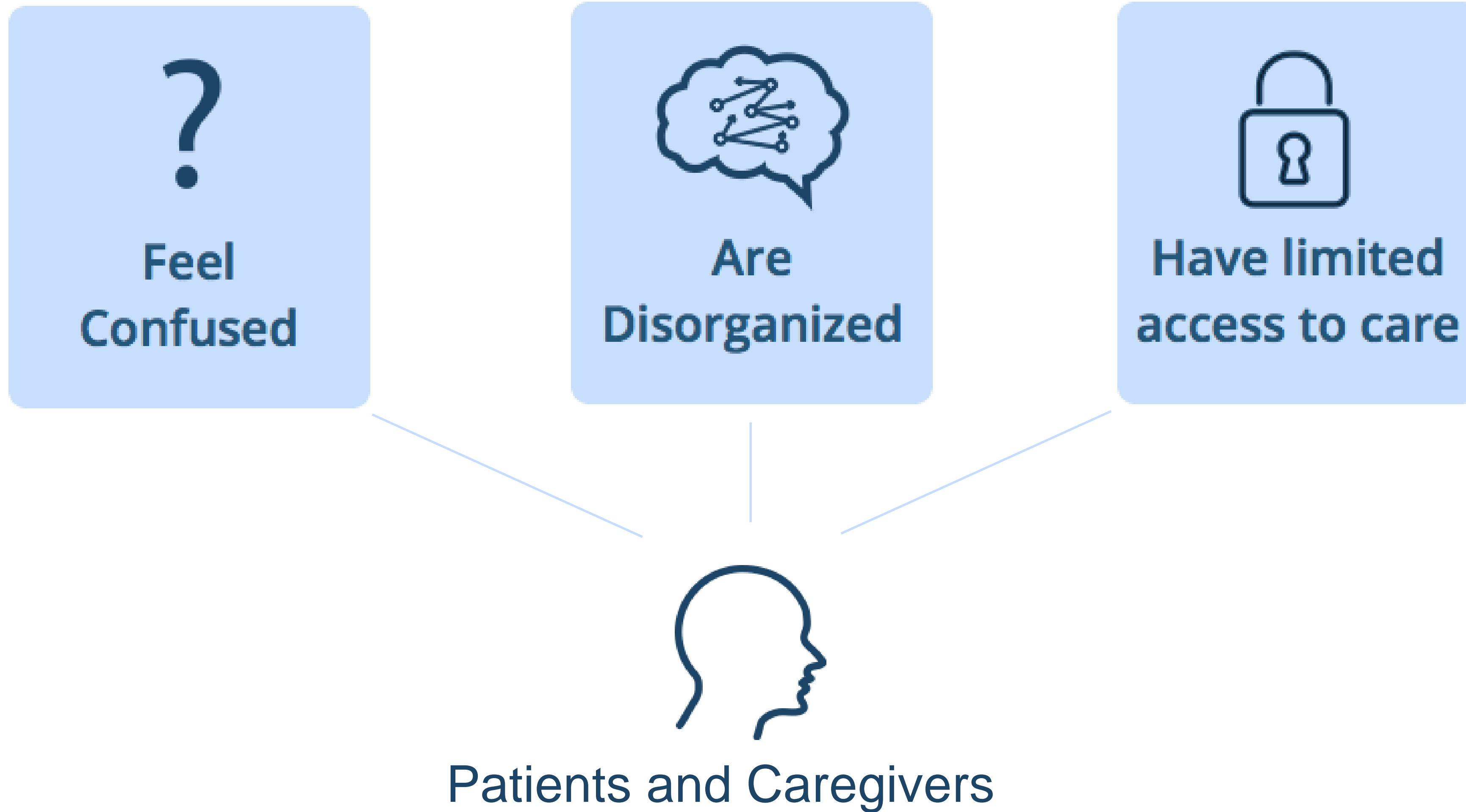


**Dr. Akshat Saxena**  
Co-Founder

Cardiothoracic Surgery  
Advanced Trainee,  
Liverpool Hospital

+ 200 Cancer Specialists providing input in to content and design

# Cancer Care can be Improved



# Problems in Oncology



**Patients feel  
confused**

Cancer  
Institutions



**Dispersed  
Clinical  
Research**

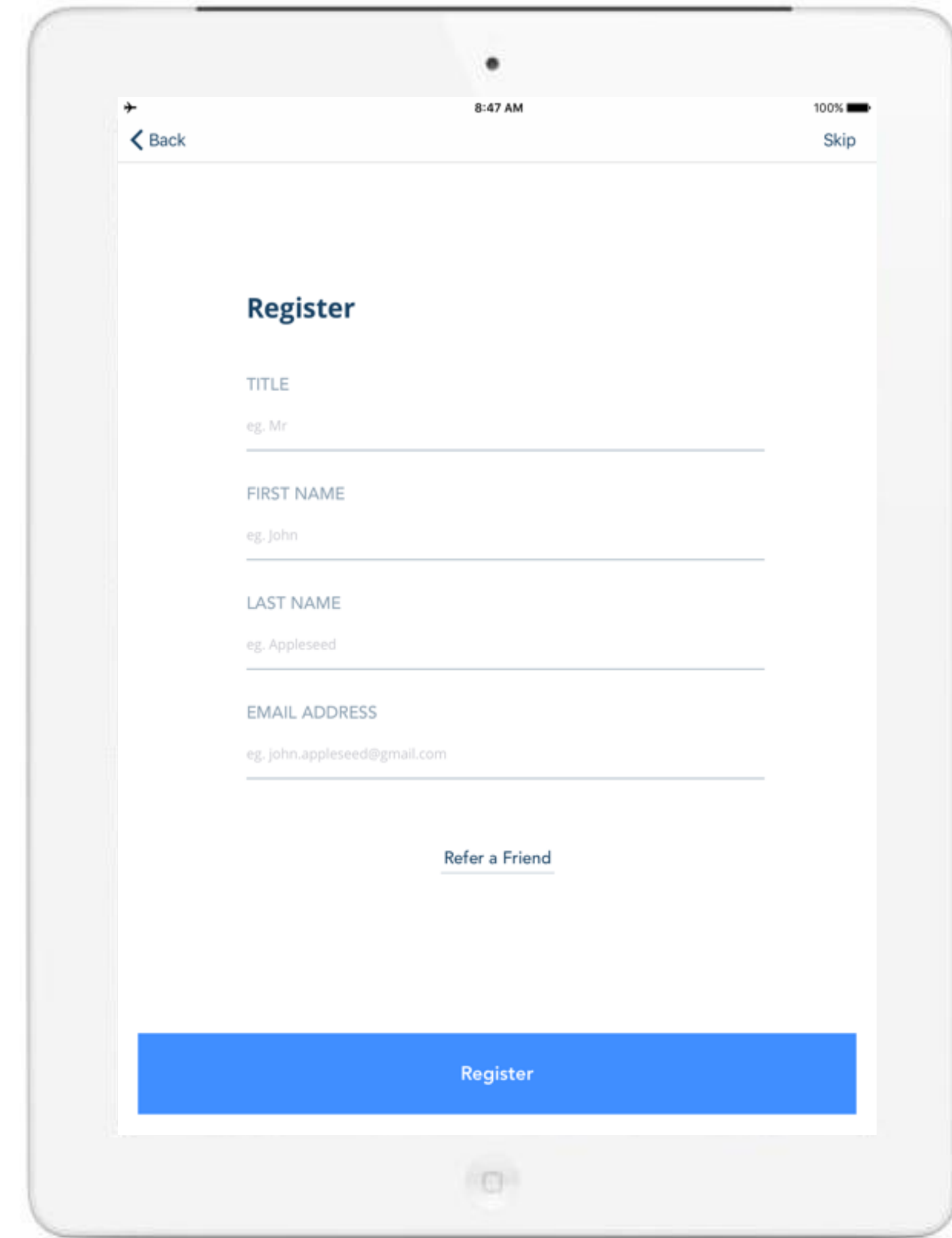
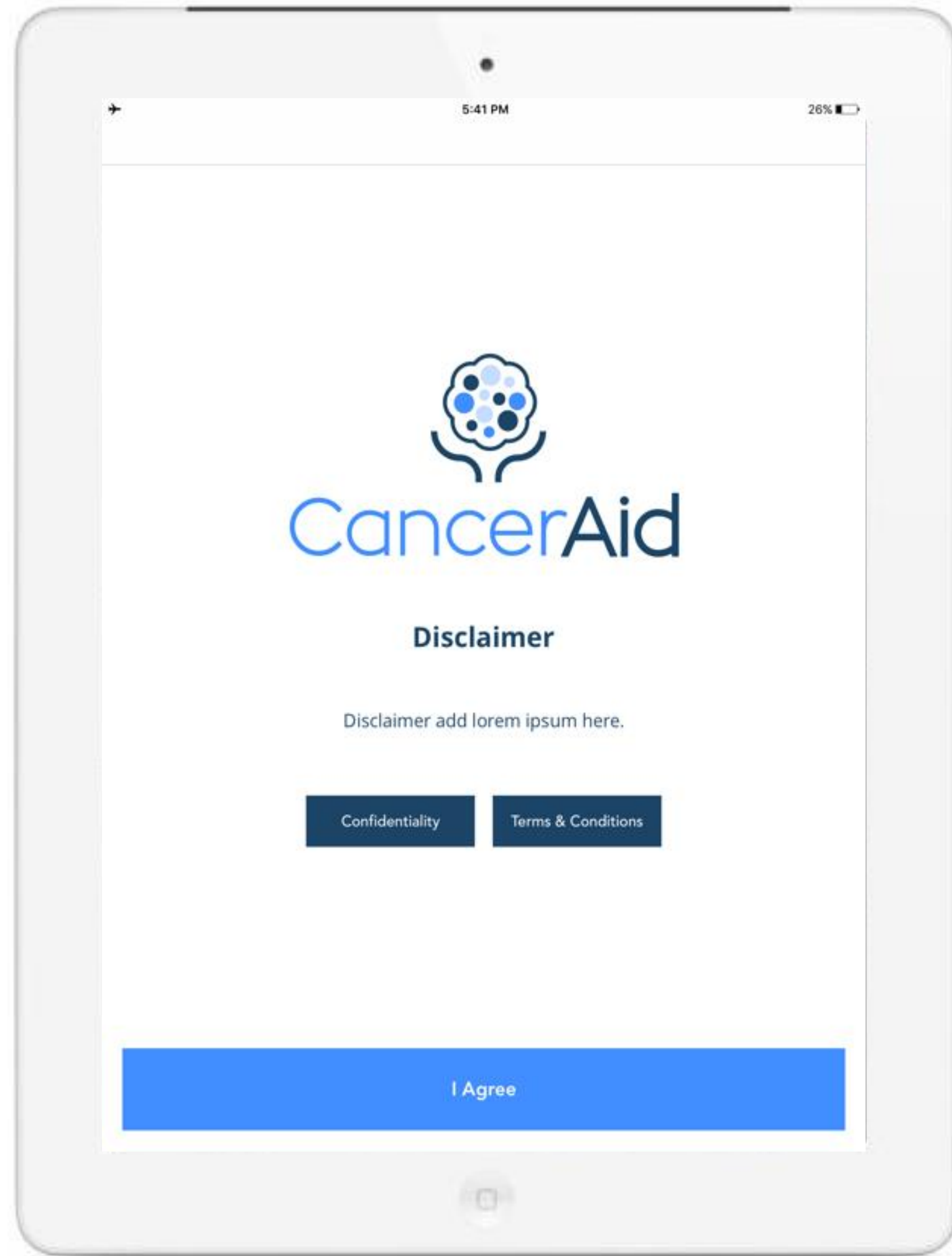
Research  
Organisations



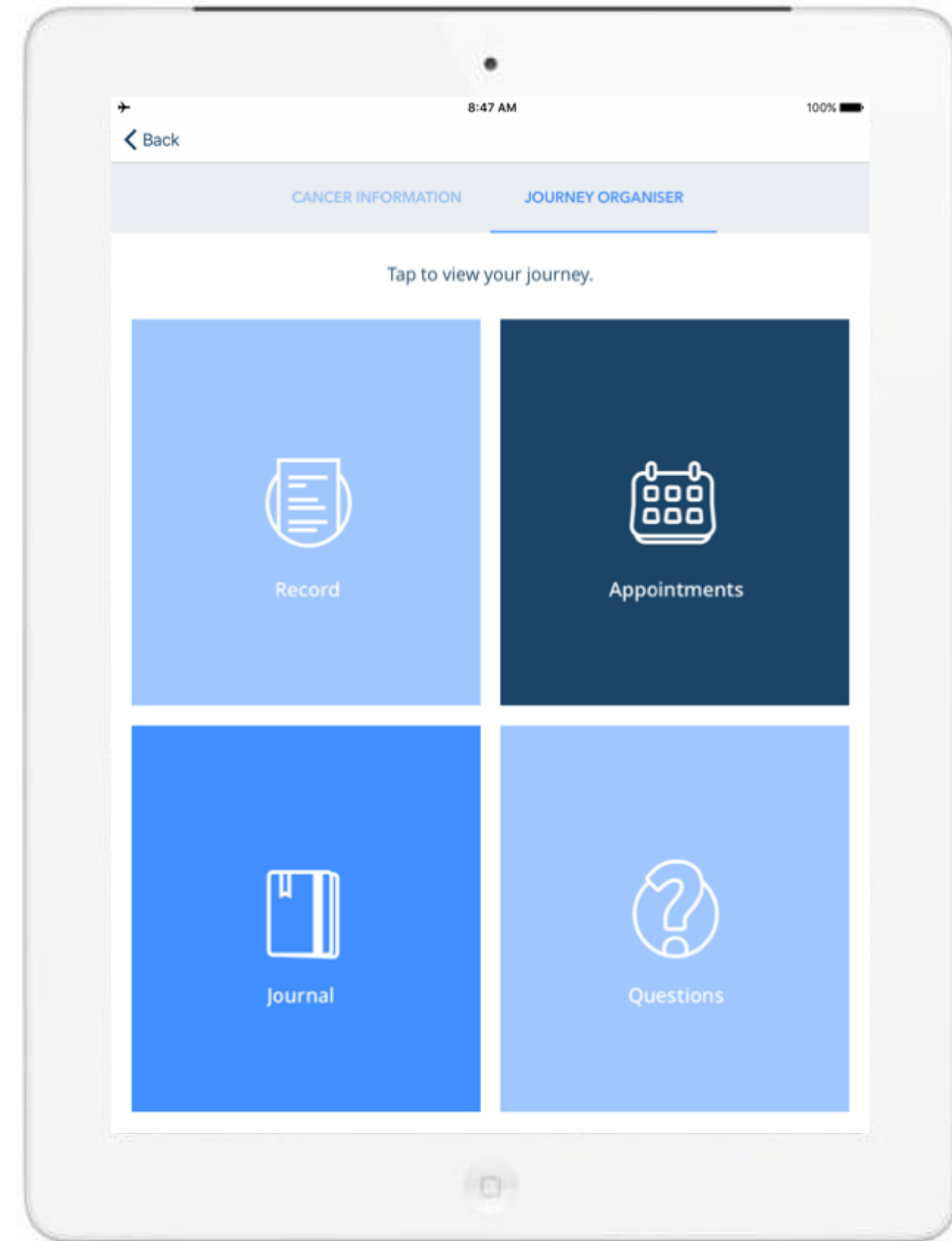
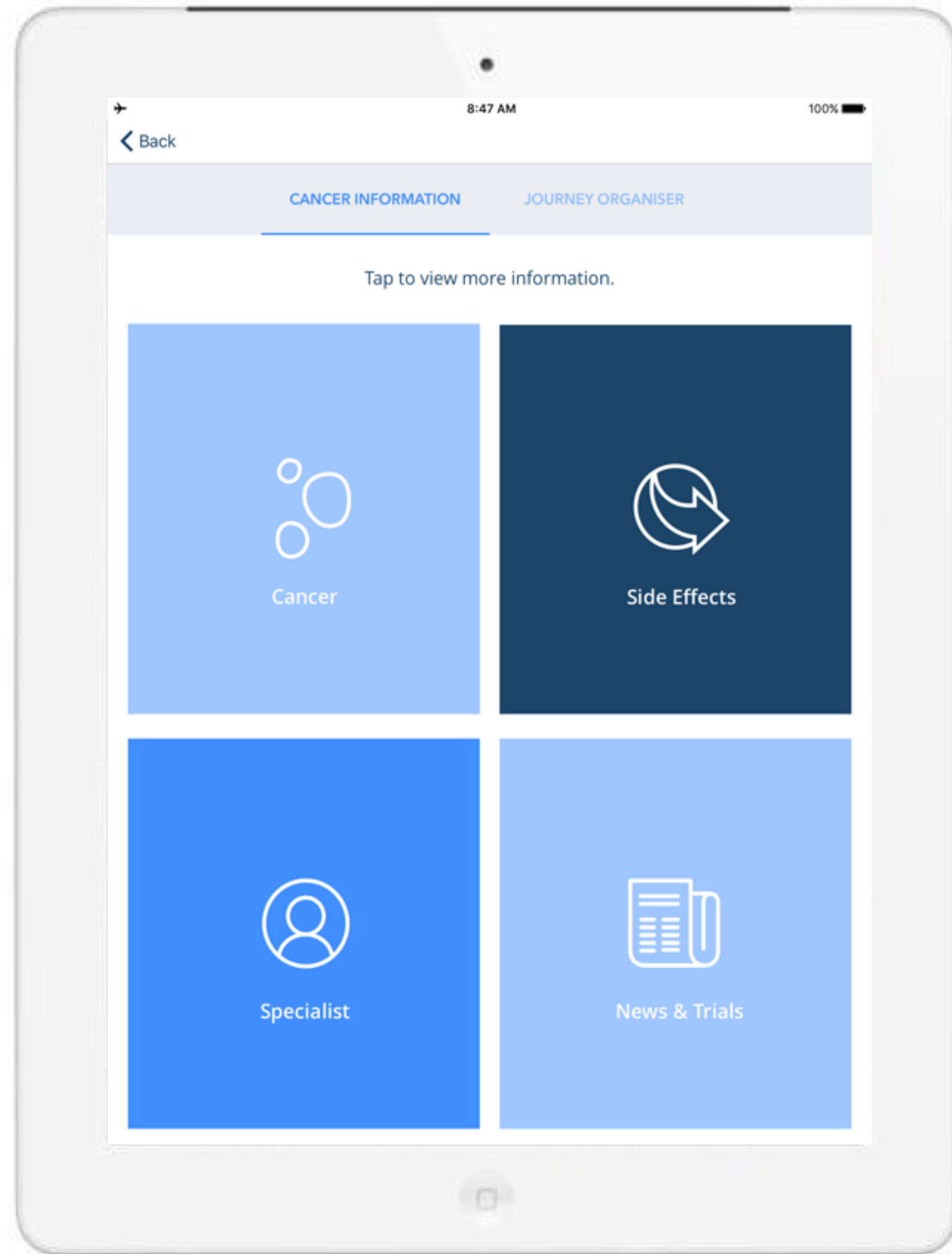
**Inefficient  
Specialist  
Referrals**

Private  
Cancer Specialists

# Download and Nominate Champions



# Cancer Information and Journey Organiser



# Traction

## Support



## Media



## Awards



# Revenue Model

Cancer  
Institutions



Commercial  
Licenses

Research  
Organisations



Data-Capture  
Licenses

Private Cancer  
Specialists



Dynamic Referral  
Subscriptions

We have signed term sheets for all our Customer Segments  
for a total of **\$130,000** with pre-payments deposited



# CancerAid Is Seeking

## Development



iPhone App  
Android App

## Customers



15 Cancer Institutions  
15 Research Organisations  
15 Private Specialists

## Investment



Raising  
\$1,000,000

# Competitors

## Rex Cancer Care



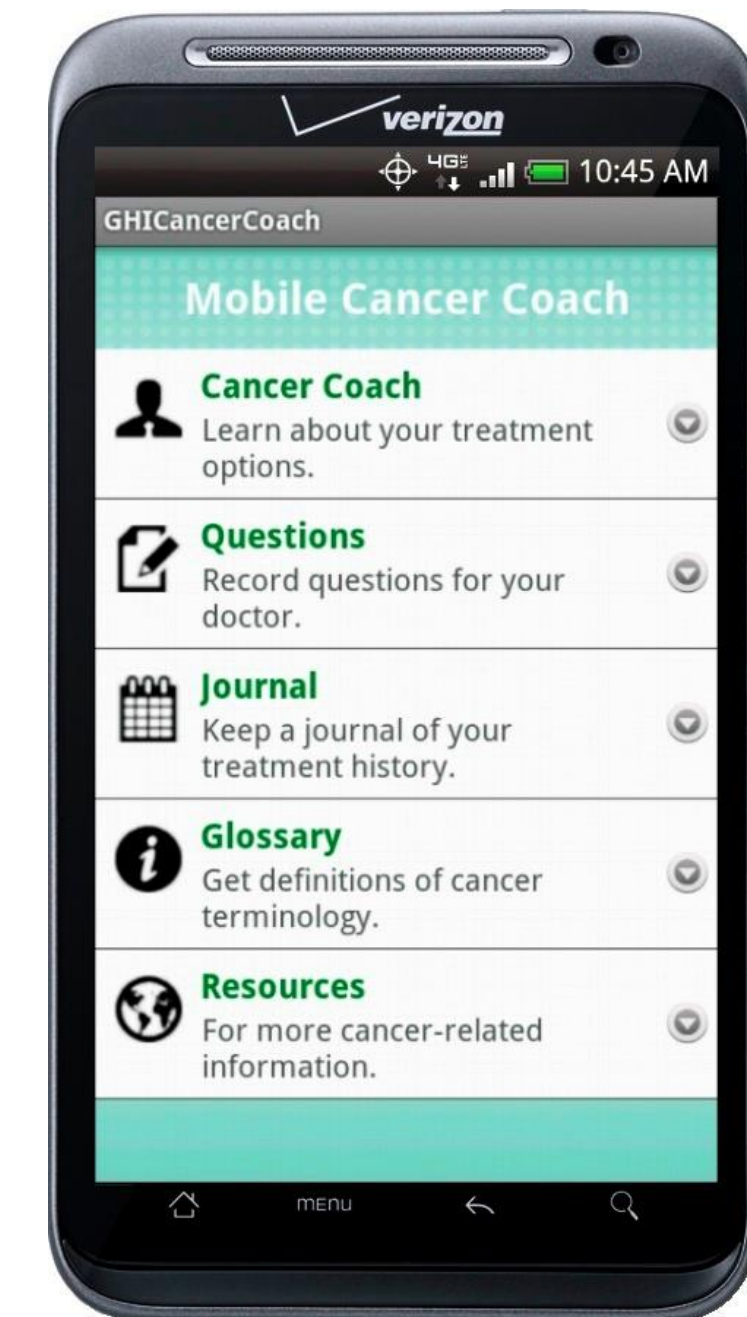
Generalised Information  
Non Integrated

## LiveStrong Cancer Guide and Tracker



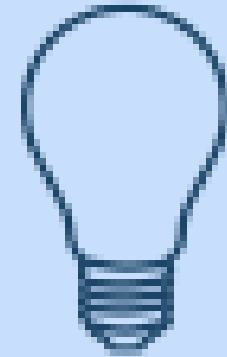
Single Platform

## Genomic Health My Cancer Coach



Limited Cancer Sites  
Non Integrated

# CancerAid offers Customers



**Innovation for  
their Brand**

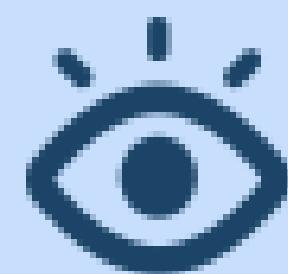


**Better Patient  
Experience**



**High-Quality  
Information**

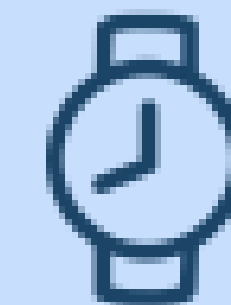
## Addressing Pain Points Of Customers



**Greater  
Visability**

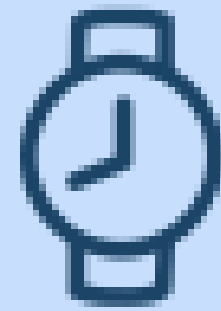


**Streamline  
Specialist  
Referrals**

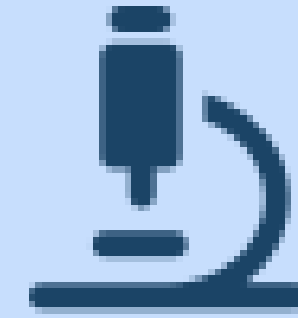


**Real Time Data  
Captutre**

# CancerAid offers Research Opportunities



Real Time Data  
Capture



Disease Base  
Epidemiology  
Data



Patient Treatment  
Path Data

## Addressing Pain Points Of Conducting Research



Patient  
Adherence to  
Therapy Data



Longitudinal  
Doctor  
Prescribing Data



ICHOM Survey  
Data

# Key Stakeholders

## Board of Advisors



**Dr Gorur Harinath**

Chairman, NSW Community  
Relations Commission  
Board Member, South Eastern  
Sydney Local Health District



**Mr. Gerry Marr**

Chief Executive Officer  
South Eastern  
Sydney Local  
Health District



**Mr. Joseph Rizk**

CEO,  
Arab Bank Australia  
President, Westmead  
Research Foundation