

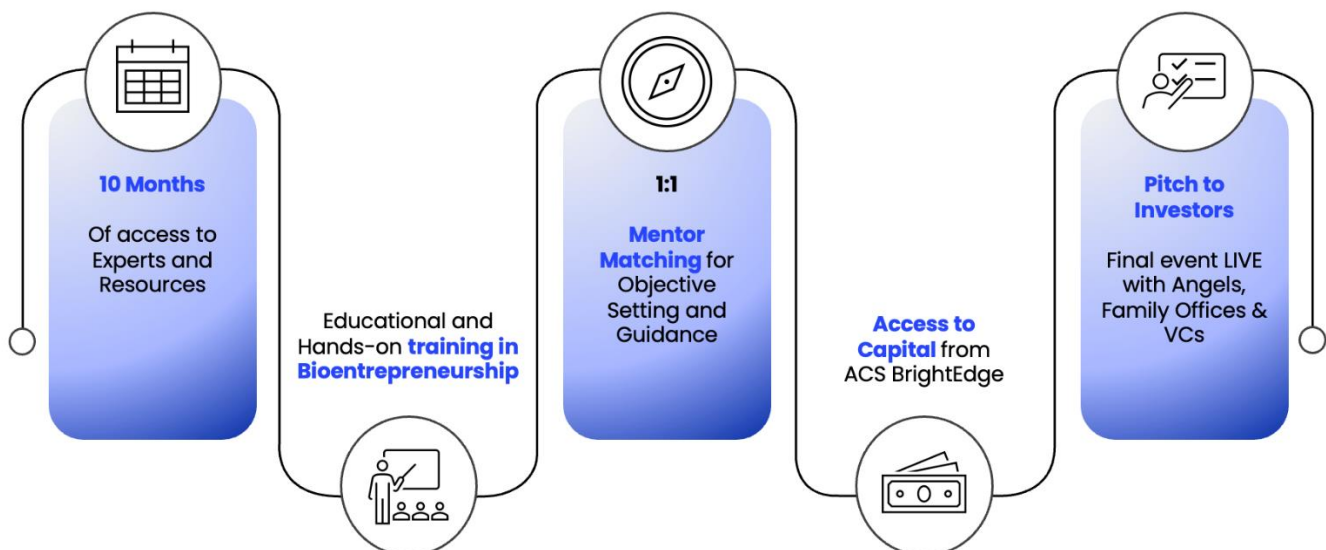
## BrightEdge Entrepreneurs

BrightEdge Entrepreneurs supports the translation of therapeutic, diagnostic, medical device, and digital health innovations from research institutions to the market.

The path from scientific research innovation to patient benefit is complex and can be very difficult for innovators to navigate alone. BrightEdge Entrepreneurs is a new program built to train and equip scientific entrepreneurs to effectively launch companies that will progress research discoveries for the benefit of patients.

BrightEdge Entrepreneurs is a selective, 10-month program that leverages the American Cancer Society (ACS) and BrightEdge resources to support and train 6 Entrepreneurs. Ideal candidates for BrightEdge Entrepreneurs are innovators with a basic understanding of entrepreneurship that have already self-selected to commercialize a cancer-focused innovation through company building. Candidates are technical but eager to learn, eager to connect, and eager to build.

BrightEdge Entrepreneurs combines an educational curriculum with 1:1 mentorship model to effectively guide emerging bioentrepreneurs through the early stages of venture creation. Monthly educational sessions are designed to build executive leadership skills and business acumen. Topics include Development Planning & Financing Strategy, Markets, Corporate Law & Intellectual Property, New Company Value Creation, Regulatory Frameworks, Clinical Strategy, and Building a Team. Each session is taught by an expert Advisor in the topic area, and Entrepreneurs have access to guided support from these experts in class and in specified office hours. In parallel, consistent, and relevant feedback is provided to Entrepreneurs on an individual basis by experienced bioentrepreneur Mentors that are matched 1:1 with Entrepreneurs to provide guidance and facilitate goal setting and accountability. Advisors and Mentors are drawn from the ACS network.





Company incorporation is not required to apply, but a company must be formed and an option or license to the technology should be secured before the start of the program. As a requirement of the program, newly formed companies will accept an initial BrightEdge equity-based SAFE investment of \$100K to support salary, travel, legal and miscellaneous company expenses during the program period.

During the first phase of the program, BrightEdge Entrepreneurs work to build a plan for meaningful scientific de-risking of the innovation. Entrepreneurs will reach out to external parties (Venture Capitalists and/or industry partners) to measure the feasibility of the plan and the potential for value creation. In the final months of the program, Entrepreneurs are expected to execute on the plan that they built in the first phase and to prepare for the Final Pitch Event where they will have an opportunity to pitch to a group of Angel Investors, Family Offices, and early-stage VCs curated from the ACS BrightEdge network. Companies built and vetted through the program are ready to raise capital and execute on a solid plan. Entrepreneurs are well-equipped to justify additional investment from BrightEdge and to start fundraising from institutional investors.

## [Apply Online](#)

### **Important Dates**

Application Opens	September 9, 2024
Application Deadline	November 9, 2024
Acceptance Notice	January 22, 2025
Program Start Date	February 12, 2025
Final Event / Pitch Day	TBD, October/November 2025

For questions about this program or other innovation programming, please contact the BrightEdge Innovation team at [brightedge.innovation@cancer.org](mailto:brightedge.innovation@cancer.org).