

Evolution 2.0 Newsletter

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Why would a guy who's built and run 30+ companies volunteer to spearhead our Cancer Research drive?

Science Research 2.0 CEO Jon Correll is an investor, entrepreneur, software company founder and growth strategist. He is CEO, partner and/or founder of twelve 7- and 8-figure companies. He's one of the investors backing the \$10 million prize.

Jon's time is incredibly valuable.

Early this year I was seeking his input. Evolution 2.0 and Science Research 2.0 are both small operations. I had just formed the new nonprofit entity and I was overwhelmed. I was thinking, "What did I just get myself into?" Small operations means one guy has to do most of the work. That would be *me*.

Jon said, "Perry, make a list of all the things you love vs. hate doing and send it to me." He called it an energy map. Where do I get my energy and what drains me of energy? So I did, and a week later Jon said, "I volunteer to do the energy-draining stuff for you. I believe in Evolution 2.0, and I want to help. I'll be your CEO and take over operations."



"Sure, I've got my own businesses and investments but let me help. It's worth it to push this football forward, regardless of the time and effort."

(Administrative tasks don't give Jon any more energy than they give me, by the way. But he's a far better manager than I am.)

I can't tell you what a relief this was!

But why would such a busy, successful guy like Jon agree to be a *volunteer* CEO?

Well, I asked Jon to sit down with John Fancher and tell him. Here's what Jon had to say...

I invested in Evolution 2.0 because I was very interested to see what the prize and Perry's forays into the scientific world would turn up. I just saw so many possibilities.



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In fact, one of the difficulties Perry's had with getting publicity for Evolution 2.0 is that it's so wide open. It wasn't focused on a specific pitch or a specific solution. It was like, "This affects...*everything*." Then when I heard about the Cancer Symposium and his Science Research 2.0 theories, I knew that could be really big. HUGE.

When I saw how little had been accomplished for cancer in the last 50 years, I was astounded. "Oh my gosh, nothing has happened!" My eyes were really opened when Perry showed me that.

I think we're onto something...

In just the first few months of helping run Evo 2.0, I started talking to the scientists we are partnering with. Wow! *Brilliant* people who have great ideas...but they can't get funding, because they don't toe the line.

You don't get funding for cancer research unless it might create a drug or a therapy. You don't get funding unless you can say, "This will add four weeks of survival for cancer patients." You don't get anything for saying, "That's not working, let's try something else!"

So I thought, 'Wait, that's not solving anything.' All that does is create a revenue stream for some big pharma company, without moving us any closer to a cure. It's probably moving us even further away from a cure.

Scientists shared with me about the academic politics and the industrial-pharmaceutical-insurance complex. I'm not a conspiracy theory guy...but anytime you have a massive budget and a massive organization like the NIH, it makes it almost impossible to get anything done. Let alone anything innovative. Because everyone's focused on NOT innovating. It's a graveyard for innovation.

Maybe 3% of what they spend each year goes toward research with ANY innovative potential. Nothing radical that might actually lead us closer to a cure.

When I heard about the bureaucracy, it lit me on fire.

As an entrepreneur, hearing about huge corporate behemoths and governmental bureaucracy **choking** innovation made me want to DO something.

Perry's Evolution 2.0 argument is central to all this. Scientists are being taught that evolution works by random mutations. That perspective is making the cancer problem WORSE not better. Just look at the results. For late-stage cancers, there are none!

Years ago, psychology students were taught you cannot change the brain after a certain age. They were told the brain is not plastic, it is solid. The wiring is permanent, and there's nothing you can do to change it. So if someone had psychological and mental



problems, they would say, “There's no way to change the brain. All we can do is give them drugs and therapy.”

It wasn't until the late 80s that they started going, “Hey wait, the brain is actually very plastic and very capable of changing.”

Imagine being a psychologist today and actually believing that the brain cannot be rewired...and that is the basis of all your therapies. All your actions would be based on the idea that your brain **can't change**.

Imagine then, that you discover that our brains are plastic and changeable and you could prove it.

But nobody will listen to you.

That's where we are with cancer today.

So these scientists and doctors we're partnering with are helping change the way the world thinks about cancer. We need to help them.

That's the thing that just lit me on fire. “Wow, this is real. This is a real opportunity. It's going to be difficult. Raising money is always difficult. Finding something that clicks with people, that gets them to want to be involved as a volunteer or as a donor is going to be difficult...**but it's a worthy cause**. And if we can just move that football forward a little bit, we are doing a very good thing.”

Conversations with those scientists really got me to see the potential of what Perry's talking about. He's not just a renegade entrepreneur that works with other renegade entrepreneurs to “raise money for cancer research.” He understands the science too. There are very few people who can bridge those two worlds.

There's a *specific path* that we can move forward on.

We have specific scientists who have specific ideas, but they just don't have the funding to do it. It's not just wishful thinking. It's legitimate. It's clear. We know what the problem is, and we know an effective path forward. We have the experts who want to do the work. They just need funding.

I've run a bunch of companies, but I actually started as a software engineer. I started programming when I was 12. Then as I got older, I started software companies. But I soon got more interested in psychology and marketing. I moved from the tech side into the marketing side.

Why? Because I'd create great software, then didn't know how to sell it. So it'd just sit there doing nothing. Similarly, these scientists need help “selling” these great ideas.



But how do we get people to understand this problem? How do we make the public aware of the breadth of the problem? Then how do we get everyone to see that we have a way to solve this?

We're still working on that and understanding how to connect people to that. How do we get people more involved, and get funders outside of the Planet Perry circle of influence? How do we expand this to people and places that have the money?

That's what I'm working on.

“Jon, what would you say to potential donors?”

First, understand the problem. Understand how bad this situation really is. Leukemia patients are getting the exact same drugs today as in 1977. Chemo and radiation often make late-stage cancers worse...not better.

Then, understand our solution. We have scientists who are **reversing cancer at will... discovering links between stress hormones and cancer...discerning parallel paths between embryo and tumor development...detecting the “ON” switch for cancer evolution...preventing cancer via better mental health...discovering cancer at Stage Negative One – where it can be safely and effectively treated.**

Then make other people aware of it. Expanding our network is critical. Yes, we need volunteers and stuff like that. But we need more money to pay for it! We already have projects falling behind.

\$200,000 came from somebody outside of Planet Perry because someone mentioned this stuff to a friend on a hike. If every person reading this, every donor did that, we'd have this thing cranking. Expand this into **your** network!

All our hiker did was help someone understand the problem enough, and understand our solution enough, to get this person to say, “I'm in, I want to give.” The donor had lost his mother to cancer and desperately wants to put a dent in this thing.

That's critical to getting our “network effect” going. We need to be getting this out to people three degrees of separation away from us.

I'm really grateful to be a part of this. It's been awesome meeting these people and witnessing their passion. It's been inspiring to see someone write a check for \$500 or \$5,000 or \$20,000. We just need to keep finding better ways to share this message.

Please help us. Go to <https://evo2.org/cancer/> and donate, so you can get in your tax deduction for this year.



Perry here. Last week I lost a friend to prostate cancer. Mark Voss, age 50. He leaves behind wife Monica and two children in their early teens. Mark was very close to my brother Bryan and I've known Mark for about 40 years (photo by Gerry Normand).



Mark was a talented trumpet player; an avid “hit multiple shows on the world tour” fan of the band Boston; and a renegade church planter in Columbia and Ecuador. He had a knack for creating faith communities – a preternatural skill. All he had to do was have coffee with people and they got interested. Soon they were bringing their family to Mark’s New Startup.

Mark eventually figured out that the structures he worked in were much more about their own self-preservation than *getting the actual work done*. So much of his efforts were directed at what we entrepreneurs would describe as “rolling your own” because “nobody else is doing this the way it needs to be done, so if it’s gonna get done at all, I guess it’s gonna be me.”

Mark, like me, came to the conclusion that if faith communities are going to be healthy, we’re going to have to rewind 1000 years...maybe even 1800...then re-run the tape forward, discarding some assumptions and rediscovering others. All you have to do is read the writings of early church fathers circa 200 and 400 AD (which are plentiful) and it’s e-a-s-y to catch the original heartbeat. It’s not difficult. It’s just easy to *not* do.

“If you need a new idea, read an old book.”

There are plenty of writings from the early fathers, and ample evidence today that we took some wrong turns along the way. (Just look at the hypocrisy and dismal state of...fill in the blank.) Much healthier ways have been around – and ignored – for a long time.

The same is true in cancer. Azra Raza, the notorious oncologist from Columbia in NYC, is hot on the trail of “The First Cell” – the first cancer cell in an oncology case. No one has caught a “first cell” red handed, but she is close.

For a century it has been known that not long before cancer appears, “giant red blood cells” appear in very small quantities – red blood cells 50X bigger than normal cells. They have mostly been ignored for reasons I’ll not go into now.



Azra believes these cells are “Stage Negative One” cancer – Stress Refugees, canaries in the coal mine. If you’ve paid any attention to Evolution 2.0, you know that cells perform symbiotic “merger acquisitions” (i.e. cell + algae = plant cell with chloroplast). Azra suspects that:

Pre-cancer giant red blood cell (which has achieved immortality)

+

White blood cell with navigation & immune system all-access security pass

=

CANCER CELL NUMERO UNO

The new cancer cell is also immortal, can swim, thus can travel anywhere it wants and spread cancer all over the body. Its mortality-killswitch is disabled so it doesn’t die, and essentially lives forever. This is common in cancer cells. The new renegade is a red blood cell + white blood cell hybrid, an evil twin of a healthy human embryo. But instead of giving birth to human babies, it makes tumor babies.

Bottom of the swamp, baby.

You know what’s interesting?

This idea was first proposed in 1911 and has re-surfaced in the literature every 10 years since.

But...nobody’s ever hunted it down. It’s just like those writings of the early church fathers, left behind in a thicket of hubris and bureaucratic complexity.

I believe the next MAJOR KEY we discover for cancer will be not merely hinted at, but boldly asserted in some long-forgotten research paper from 1923 or 1947. Records of wrong turns taken and wise paths ignored.

The next project in our queue is funding the work in Azra’s lab to nail this down. We need \$500,000. Even if this hypothesis turns out to not be quite right, we are hot on the trail of the First Cell.

Meanwhile, Michael Levin is doing some of the world’s finest work on cellular identity (cancer is when your own cells forget they are part of *you* and form their own collective) and we need to complete our first commitment to his lab. (If you follow Michael’s Twitter feed – @drmichaellevin – you’ll regularly see biology books from 40, 60, even 100 years ago that *he* is not overlooking.) We need \$350,000 to complete our milestone for his lab.



We are doing some of the finest cancer work in the world, and I need your help. People like my friend Mark Voss like watching their kids grow up. Mark's young teenage kids deserve to have a dad.

This isn't something we "need" to do. That's already a given. Curing cancer is something we GET to do.

Will you join me?

Make your tax-deductible year-end donation at www.evo2.org/cancer.

What Can You Do to Be a Part of Evolution 2.0?

Evolution 2.0 is me, my assistant Lorena Ybarra, CEO Jon Correll and a few other precious volunteers who contribute hours here and there. **We can really use your hands-on assistance.**

Another thing you can do to help is fund our virus research. I know of no one who is bringing a full-fledged "Evolution 2.0" viewpoint on virus evolution. It's 501c3 not-for-profit, so you can go to evo2.org and make a tax-deductible donation.

We could also use some volunteers.

We need people who are skilled in...

- **Administration**
- Finances
- Scientific papers, research, and projects
- Film (documentary screenwriters, editors)
- **All** forms of marketing, ad copywriting, buying Google, YouTube and Facebook traffic, writing blog posts, shooting videos, podcasts, publicity angles, news media
- **Project management**

If any of the above piques your interest, please reach out. Email evolution@evo2.org and let us know what your skills are and how you might like to help.

It's Tax Time.

Where Would You Rather Your Money Go?

Donate Here: www.evo2.org/cancer

These are the 5 "80/20s" of Science Research 2.0. Our criteria for what we fund. Each eliminates 90% of suitors and multiplies our odds of success by 10X. This is why we believe we can



achieve more in ten years than the government has achieved in 50, with far less money. **If you want to help win the war on cancer, this is where your money should go. Not to the IRS.**

How we invest your money	How the government wastes your money
<p>No Drugs. We don't fund Big Pharma drugs; a drug will never cure cancer because drugs are <i>dead</i> and cancer is <i>alive</i>. Drugs may play a role, but will never be the key that unlocks cancer.</p>	<p>Addicted to Drugs. The government and Big Pharma are in bed and locked into a drug development → regulation → drug funding cycle that is self-reinforcing and locks out unfamiliar ideas.</p>
<p>The Enemy is SMART. Evolution 2.0 is the smart cell. Life is purposeful, cancer is intentional, and maybe even self-aware. The whole is greater than the sum of its parts, so the key is discovering what defines the whole.</p>	<p>The Enemy is Dumb. Evolution 1.0: Nature is blind and purposeless, “monkeys with typewriters” with natural selection and blind pitiless indifference. It’s “only” chemicals. Everything reduces to its component parts.</p>
<p>Does it WORK? Gold standard is <u>engineering</u>: Can you build it and does it work? The legendary scientist Richard Feynman said, “That which I cannot build, I do not understand.” Action, not analysis.</p>	<p>Do other scientists approve? Gold standard is <u>peer review</u>: Do other scientists (who are competing for the same dollars) like it and approve of it? Studies show that 70% of science research is not even reproducible.</p>
<p>Challenges the SYSTEM. ALL professions are run by “good ol’ boys clubs” and become blind to their own assumptions. We believe in threatening the status quo, questioning assumptions and killing sacred cows.</p>	<p>Preserves the status quo. I have consulted in 300 industries. No profession is more hobbled by peer pressure, cliques and political correctness than science. Scientists spend 40% of their time lobbying for government grants. It’s impossible to get anything done.</p>
<p>Skin In The Game. We fund researchers, scientists and doctors who have risked careers, reputations and personal resources to sustain projects they believe in.</p>	<p>The Buck Stops Nowhere. Bureaucrats are shielded from all personal risk. The purpose of bureaucracy is not to accomplish anything, but to obstruct accomplishment by anyone else.</p>

Make your tax-deductible year-end donation at www.evo2.org/cancer.

Carpe diem – Seize the day.

Perry Marshall

