

# Evolution 2.0 Newsletter

Volume 7 Issue 4

## Detecting Cancer at Stage Negative One: The Azra Raza Story

Two months into planning our Cancer and Evolution Symposium, James Shapiro said to our team: “You all *must* read this new book *The First Cell* by Azra Raza.” I read it and said, “I’ve gotta get this doctor on my podcast.”

I emailed her. She replied back, "Is this THE Perry Marshall?"

I was astounded that anyone hailing from her world would have the slightest idea who I was. When I spoke to her on the podcast, I found out she had read *Evolution 2.0* when it first came out because she was deeply interested in the topic. She especially liked how I highlighted her heroes Lynn Margulis and Barbara McClintock.

She also thought my \$10 million prize was incredibly audacious. She went on and read *80/20 Sales & Marketing*.

If an oncologist is reading a marketing book, you know you are not dealing with a typical doc. She is incredibly well read, is fluent in at least three languages, and has written poetry books in Urdu. She grew up in Pakistan, has lived in the US for 40 years.

She's been practicing oncology more than 35 years. Has the largest tissue collection of any private medical practitioner—60,000 tissue samples personally taken by her from leukemia patients. We did an interview that *everybody* should listen to at [PerryMarshall.com/azra](http://PerryMarshall.com/azra).

### “HOW Did You Get Away with Writing This Book???”

My burning question for Azra was, "How did you deliver such a scathing indictment of your entire industry...without winding up in a ditch with your head on a stick?"

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She replied, "Everyone knows what I wrote was true. They can't argue with me. They know if they challenge me in public, I'll punch right back."

Thus was our first conversation a love fest. At the end, I said, "We're doing a Cancer and Evolution Symposium. Will you be our keynote speaker?" She said, "Yes." She rocked the symposium. We continued to touch base from time to time, including a couple more podcasts.

One day in March of 2022, I realized we hadn't talked in quite a while. I reached out to see if anything was new.

"Perry, your timing is so uncanny. Can we catch up?"

She tells me about a patent she has underway, to detect cancer at Stage Negative One. She's planning to start a company. She asks me, "Would your colleagues be interested in looking at this as a possible investment?"

I said, "Let's give it a try." I put together a Zoom call and I invited the Evolution 2.0 investors and several other high-net-worth people to join. She explained what she was doing.

## **Merger+Acquisition Creates the First Cancer Cell**

Imagine a cluster of cells in your kidney. Think of them as rowers on a galley ship. At first, it was not too bad. Good food. Reasonable hours. But then something (stress) happens and things go south.

Management is apathetic, hours are longer, food is sparse and the floor is dirty.

Now it's more like slavery. Your kidney cells are growing more disgruntled by the day.

But those cells in your kidney don't have any way to *leave*. They're not mobile. They can't swim. But they bump into a white blood cell that comes swimming by and say, "Hey, can you hitch me a ride out of here? If you give me a lift, I'll grant you immortality"—because precancerous cells have often deleted their P53 “kill switch” gene, the "die when your life is over" signal.

White blood cell agrees. They perform a merger/acquisition. Just as in the corporate world, they merge departments, delete redundant employees and bring common functions together under one roof.

After the chaos has died down, this new merger/acquisition entity is called a Giant Cell, and it goes swimming around in your bloodstream. Now, what used to be a kidney cell and a white blood cell are a new amalgam, a new force. They are present in your bloodstream in very small quantities.

Later, at some point, they start “making babies.” They begin spilling out cancer cells, which attach themselves somewhere and metastasize.

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That's where cancer begins in earnest.

Azra said to our group, "I have designed a protein that will only attach to both members of the pair, the white blood cell and the kidney cell at the same time but not just one or the other. And when they do that we have a marker. It's like painting a red bullseye on the Giant Cell that leads directly to cancer. Now all we have to do is figure out how to kill or reverse it."

Azra said, "Not only will this prevent cancer from triggering the first time, it will also prevent cancer from recurring. Because neither chemotherapy, surgery, nor radiation kill those original Giant Cells. They're still floating around in your bloodstream. You might knock out your cancer and get rid of it and be in remission, but you still have giant cells floating around. They will eventually start spilling out babies. We can kill two birds with one stone. I need \$2 million to get my prototype out the door."

The people on our call pledged \$800,000. This seemed like a good start.

After the call, I got a call from Toby Baxendale. Toby is a British guy, my age, who sold a fish processing company years ago for a large sum. He said, "When I was twelve, my father was helping Mother Teresa with a project. I had a chance to meet her and shake her hand.

"I knew the instant I shook Mother Teresa's hand that this was a woman of steel. She could and would run through walls. She might barely be five feet tall, might be meek and mild, but she was a force of nature."

Toby said to me: "Azra reminds me of Mother Teresa. Perry, we have to help this woman make this work."

We got on a call with Azra, and Toby said, "I see on your slide deck you're looking for a \$250K/year CEO to run this company. I'll be the CEO and I won't charge you any cash. Just give me equity points and I'll do it for free because I *really* care about this project."

We began having Zoom calls every month. Soon we realized we were in what is known as the Valley of Death dilemma: It costs a couple million dollars a year to run Azra's Lab. If she forms a company, government agencies and Columbia University will say, "We're not funding this anymore. This is a commercial enterprise, and private money has to fuel it from here on out."

Azra's concept was not entirely proven yet. Her biomarker, called a bispecific antibody, was not perfected. So there was a high level of speculation saying "Hey, this is a billion-dollar idea." A leap of faith for investors.

But...if we don't get investors, then Azra stays mired in the slow process of normal institutional research. Catch-22.

Finally, Toby reached a conclusion: "Azra, you really need \$10 million because that's what it's going to take to get this project completely through to prototype. But that will not come close to

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getting you through clinical trials. Those will cost you \$100 million. So don't bother asking for \$10 million. You need to ask for \$100 million.”

Neither his friends nor mine had that kind of money. A few months later, we stopped having our Zoom calls because we didn't know what else to do.

A few months later it's a cold winter morning in January 2023. I text Azra: "How's it going?" She calls me back immediately and is breathless. **"Perry, I went to the Columbia University CEO Club. I asked for and got a verbal commitment for \$100 million!"**

She is off to the races. She now has \$13.5 million in pocket with \$150 million of Series A funding committed if the treatment goes to clinical trials.

About a year and a half ago, I introduced Azra to Michael Levin. Readers of these updates and EV2 podcast listeners will be familiar with Michael's work. Michael and Azra are now working together. She reports:

“With Michael, we have been researching ways to kill cells using ionic channels or bio-electricity. If successful, it could be the non-toxic method to kill the small cancer cells first and when Giant Cells survive, we go after them with the bi-specific antibody.” This goes hand in hand with the bi-specific antibody that paints a ‘red bullseye’ on the pre-cancerous cell.

My prediction: I think Azra has identified the 1% **cause** that leads to 50% of the **effect** of cancer. Everybody's been going after Grendel; this is Grendel's mother.

It doesn't guarantee we'll cure cancer overnight. There's a lot of work to be done. We may find that this cures some cancers and not others. It may take 100 different versions of this to cover most forms of cancer. Who knows.

Even if all this does is cut the recurrence of cancer by 25%, it will be the biggest leap forward since Nixon's war on cancer 50 years ago.

Maybe this can knock out 25% of cancers before they ever occur. Either way it's going to move the needle.

It needs to pass clinical trials. It could take five or ten years before they're treating large numbers of patients with this. But one thing I know is Azra will push this thing through the finish line if it's the last thing she does. She knows *everybody* in the cancer industry, and everybody knows her. She just published a landmark paper showing how to detect early “Giant Cells” in MDS Leukemia patients: <https://tinyurl.com/leukemiagiantcells>.

Her colleagues are cracking open an entirely new field in cancer research and therapeutics. No one is talking about this right now. It will soon be all the rage.

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If anybody can oversee a clinical trial and make sure that happens exactly the way it needs to happen, it's Azra. If anybody can connect with the people who can get this through the FDA, it's her.

When I first met Vivian Hearn, the woman who “read my diary” to me many years ago (see the epilogue of 80/20 Sales & Marketing, or read the story at [www.perrymarshall.com/vivian](http://www.perrymarshall.com/vivian)), Vivian assumed the first time we met that I was a doctor.

Three years ago, when we started planning the Cancer and Evolution Symposium, Vivian said, "Perry, the first time I saw you, I thought, 'He's a doctor, and he has a cure for cancer.'"

She continued: "Perry, you *are* a doctor. **And a cure for cancer is looking for you.** Do you understand, Perry Sink Marshall? YES Perry, a cure for cancer is looking for you. Don't quit. Stay on this."

I believe she's right. That's why we're gonna carry this through.

## Meet Azra and Me at the Vancouver Bike-a-thon!

Last year, Kevin Ham organized a fundraising bike-a-thon for Science Research 2.0 in British Columbia. It's happening again on Saturday, September 23. Azra has agreed to speak at the event.



**I want YOU to PHYSICALLY join us.** You can ride a bike...or you can *not* ride a bike, I don't care...but you need to be there. You will shake Azra's hand and meet the woman who I believe will be famous for eradicating cancer. There will be plenty of time for Q&A and deep, stimulating conversations.

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You ought to come to this just like you would come to any other Perry Marshall seminar. Just get your butt on the plane and come.

How many times in your life do you get to meet Mother Teresa...or the person who's got a fighting chance to cure cancer? You need to meet this woman, and you need to experience what I've experienced. She is a woman of steel, and she will run through walls.

When I started Science Research 2.0, I expected this was going to be a fundraising arm. And it still is. We need additional funds, because there are many aspects of this research that need to remain in the public domain and not just the intellectual property of a private medical company.

Because here's what Science Research 2.0 is really good at: connecting people who would otherwise not be connected. We excel as interdisciplinary connectors. We brought Azra into the cancer and evolution group. She wouldn't be in that group if I hadn't invited her.

We connected her with Michael Levin. We reach into many different fields from Origin of Life to Evolution to Virology to Consciousness to Quantum Physics and numerous specialties within Cancer. We connect geniuses and incredible researchers together. We stimulate cross-disciplinary conversations so breakthroughs can occur. And we're bringing many entrepreneurs like Toby Baxendale, Kevin Ham, Jon Correll and so many others in contact with people like Azra.

People like Toby, Kevin and I know how to start and run companies. Scientists don't necessarily know that stuff. They're smart and organized. They're very capable people. But when faced with the kinds of questions that Founders and CEOs have to answer every day, it can be bewildering for them. We're helping them through that.

By the time you get this newsletter, I will have moderated my second Cancer and Evolution Zoom call, which is the monthly American Cancer Research working group. Eric Kuelker, a psychologist, presented about the relationship between trauma and therapy in cancer outcomes; Bill Miller presented on treating cancer as a sentient disease. We are mixing it up like nobody else in the world.

I want you to come to Vancouver and meet my amazing Cancer Evolution colleagues. You will make new friends. I can't tell you who they'll be or what kind of relationship it'll be, or in what way that you will find them useful. But if you've been touched by cancer, you're going to find this a very meaningful experience.

Please register for our Saturday, September 23 & 24 gathering in Vancouver, Canada at <https://evo2.org/vancouver>

*Seize the day,*

Perry Marshall

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## What to Do Next

- Contribute to Science Research:  
Donate at [www.evo2.org/cancer](http://www.evo2.org/cancer)
- Our Manifesto is posted online at:  
<https://reversingcancer.org/donation-fundraising-letter>  
The password is: now
- Our podcast is at <https://evo2.org/the-podcast/> and blog <https://reversingcancer.org/blog/>
- Contact us at [support@reversingcancer.org](mailto:support@reversingcancer.org)
- WE ARE HIRING! Please introduce us to a fundraising professional who is looking for an opportunity. Contact our CEO Jon Correll at [support@reversingcancer.org](mailto:support@reversingcancer.org).

## We Need Your Helping Hands

Evolution 2.0 is me, CEO Jon Correll, Mary McEvoy and a few other precious volunteers to contribute hours here and there. **We can 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](http://evo2.org) and make a tax-deductible donation.

*Volunteers needed...*

- **Administration and project management**
- 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

Email [evolution@evo2.org](mailto:evolution@evo2.org) and let us know what your skills are and how you might like to help.

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## 5 Rules for Funding Cancer Research that May Find a Cure

The following 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
<b>No Drugs.</b> 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 play a role, but will never be THE key that unlocks cancer.	<b>Addicted to Drugs.</b> 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.
<b>The Enemy is SMART.</b> 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.	<b>The Enemy is Dumb.</b> 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.
<b>Does it WORK?</b> 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.	<b>Do other scientists approve?</b> 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.
<b>Challenges the SYSTEM.</b> 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.	<b>Preserves the status quo.</b> 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.
<b>Skin In The Game.</b> We fund researchers, scientists and doctors who have risked careers, reputations and personal resources to sustain projects they believe in.	<b>The Buck Stops Nowhere.</b> Bureaucrats are shielded from all personal risk. The purpose of bureaucracy is not to accomplish anything, but to obstruct accomplishment by anyone else.

**Donate Here: [www.evo2.org/cancer](http://www.evo2.org/cancer)**

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