

## 5 Rules for Funding Effective Cancer Research

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
<p><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.</p>	<p><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.</p>
<p><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.</p>	<p><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.</p>
<p><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.</p>	<p><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.</p>
<p><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.</p>	<p><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.</p>
<p><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.</p>	<p><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.</p>

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