Reversing Cancer Newsletter

September 2025

From Nonprofit to Breakthrough: How Five Years of Groundwork Led to a Revolutionary Cancer Detection Company

Update on the Birth of PredictRX

We haven't sent a newsletter out since the end of last year. It's because a brand new initiative has been birthed and the dust has now settled enough to tell you about it.

Today, a quick recap of what's been going on over the last five years and then explain how our efforts spawned a for-profit company… and why there's still a crying need for the nonprofit side of the equation.

From Conference to Revolution

Almost six years ago, I was asked to organize the now legendary Cancer and Evolution Symposium. I'll never forget it because within an hour of receiving the email from Dr. James Shapiro, I also received a text message from a close friend Bill Middleton whose wife Laura was diagnosed with pancreatic cancer.

At the same time we were saying goodbye to Laura Middleton, I was beginning to encounter "Blue Chip Renegades" in the cancer profession every day, and quickly finding the entire field is decades behind where it should be.

I talked to a friend who had lymphoma 20 years ago. He told me, "I had a 2nd cancer and I went back to the oncologist who treated me when I was young. His bag of tricks is barely any different than it was two decades ago." The treatments cancer patients receive are horrific and, in many cases, haven't changed much since the 70s or 80s. In addition to the pain and suffering, the cancer research and medical field has turned into what I believe is a racket where you endlessly play Whack-a-Mole chasing "drug targets" and "cancer-causing genes," when these things are never actually going to solve the problem.

At Stage 4 you're literally chasing a billion problems, a billion cancer cells, which rarely works at all. **We should be chasing the first cell and catching it early.**

I met a band of maverick scientists who were absolutely fed up with the broken system, and they had better ideas. Within the year, I formed Science Research 2.0 and Reversing Cancer, because I saw so much incredible work not getting the funding it deserved.

One scientist told me, "I hate applying for government grants and I tell my grad students: *don't let them know we're doing anything remarkable, or we'll never get a dime*. Just give Homer Simpson the donuts."

Breakthrough Scientists

The first researcher we started funding was Michael Levin. Michael has recently found a way to get cancer cells to stop recruiting other regular cells to become cancer cells.

I quickly became friends with Azra Raza, hot on the trail of detecting cancer at stage negative one. She's already doing it in her clinic and in her lab. We put in a valiant effort, especially in 2024, to raise money for her tissue repository, where she has 63,000 bone marrow and blood samples from 5,000 patients she's treated over the last 40 years.

Several things became clear. One is that there are all kinds of projects that are *extremely* worthwhile, that no for-profit company is ever going to finance, *and* no government grant is ever going to fund because of how incentives are structured.

It also became clear once I worked inside university research for a few years that many times the money given *does not end up anywhere near where it would actually be the most effective*.

Yesterday somebody forwarded me an article about one of the largest donations ever made to a university. The founders of Nike are pledging $2 billion to Oregon Health and Science University. I forwarded it to an oncologist who immediately shot back: "They will spend this money building buildings, they will not spend it on better scientists or better science programs. That's what always happens."

This is why Reversing Cancer exists. Furthermore, because science funding has been slashed, and since the federal government now mandates that no more than 15% of grant money can cover university overhead, charitable donations given to universities are in danger of getting raided to cover overhead. Reversing Cancer is in a unique position to oversee the spending of dollars.

You can put Reversing Cancer in your will or estate and be assured that your money goes to early detection, not Stage 4; to real research and not concrete structures, HVAC systems or lawn mowers.

The Commercial Breakthrough

Last year, Azra and I went on the road a half a dozen times raising money for early-stage cancer detection and tissue repositories. We certainly got some traction – six figures of donations came in. However, we were seeking eight. At the end of the year, I got a call from Azra, and she said, "I really appreciate what we've been doing together, but we're not moving the needle enough, and there's one path that we've never tried to go down, which is taking this commercial."

She said her 40-year tissue repository and early cancer detection technology had never been commercialized, but to fast-track the project, we should designate specific parts as commercial enterprises.

She walked across the street and talked to two colleagues that she's known for 10 years, Ken Shepard and Sam Sia. They have been developing technology that can detect single molecules in the blood.

Introducing the Stentinel: A Game-Changing Device

They are incorporating this into a device called a Stentinel, which is "stent" + "sentinel" put together. Cardiac stents have been used in humans for decades – there are millions of them, and it's no big deal. When somebody's artery is collapsing or being blocked, they put a stent in.

This is a stent, except it has electronics embedded in the plastic. You install it in your upper arm, in a large artery.

We now have the ability to detect a <u>single Stage Negative One cancer cell</u>,
formally called a PGCC, with our technology.

When we have fashioned this into a working device, we will be able to detect a single stage negative one cancer cell in your body within 17 days of it appearing, because all your blood will pass through that stent an average of every two and a half weeks.

This is a very big deal. Right now, the best early detection test on the market is the Galleri test by Grail, and that test is 24% accurate at Stage One. **We are hopeful that we will more than double Grail's accuracy, at stage *negative* one.** In other words, before the cancer cell is actually a cancer cell. The mother of a cancer cell, but not quite a cancer cell yet.

How To Detect Cancer at Stage Negative One

When the Stentinel detects a stage negative one cancer cell, you'll get a notification on your smartphone, and the app will notify your doctor. You head to the doctor for a blood test. We then use that blood test to find out which organ is not happy, whether it's a breast or a kidney or a prostate or lung.

"Mr. Patient, you don't have cancer yet, but you are right on the threshold, and it's your kidneys that are producing this. If you don't do something right now, you'll be in serious trouble. That's the bad news. The good news is you still have time to do something."

Whether it's prescription drugs developed for some other purpose that could de-stress that organ; or Metformin or Ozempic; or if it's better food and weekends in the park; and yoga and forgiveness and meditation or bike rides; or ending a toxic relationship, or purging your soul of bitterness… any of those things might help you sidestep what a year later would become stage 2, 3, 4 cancer.

At this point, it's far less expensive and much easier to treat, and less terrifying. ***We have flipped the entire cancer paradigm on its head.*** Instead of chasing a billion late-stage cells, we're chasing one or a few hundred early, early, early-stage cells, and we're right up against the original cause.

Once we can de-stress that organ, we can make the original cause go away, and avert the whole personal catastrophe.

PredictRX also has a faster path to market that doesn't require Stentinel approval from the FDA. It's called a "CLIA Approved Lab Test." A CLIA test is a diagnostic that you can access by visiting certain labs across the US that follow our protocol. Once we've gotten CLIA approval, this will be available to the public. That alone is a landmark event. We estimate this to be two years away.

Cancer as a Manageable Condition???

What I personally believe is going to happen is: 20 years from now, cancer can be much more like diabetes. It may be a chronic condition, but manageable because we're monitoring it at its early stages.

If you walked up to 10 people on the street and said, "Which would you rather have? Cancer or diabetes?" 10 out of 10 would pick diabetes, because at least it's manageable. A thriving industry exists to manage that disease. Everyone knows diabetics who live fairly normal lives.

Health practitioners will tell you a lot of people get rid of their diabetes by eating differently. I know people like that – they changed their lifestyle and they don't have it anymore. We believe cancer can be the same way.

Amazing things happen when you can monitor and detect things that previously used to be a complete mystery.

Introducing PredictRX

In March, we formed a company called **PredictRX**. The founders are Azra, Sam, Ken, Azra's Chief researcher Abdullah Ali, venture capitalist Tom Brennan, and me.

We are developing the Stentinel. Azra's tissue repositories will provide us with biomarkers for early-stage cancer. Our plan is that within three years we can be testing this in real human patients, and on our way to getting our diagnostic device approved by the FDA.

Lots of people are familiar with Fitbits™ and Oura™ rings and Apple™ watches and similar devices – well, all of those are outside of your body. What if you have a device that's a little bit like a Fitbit or an Oura ring, but it's monitoring your blood?

In the future, we can be detecting a lot of other things, like the early signs of Alzheimer's or dementia or stroke.

We've raised a couple of million dollars of angel money already and are talking to institutional investors now.

What This Means for Reversing Cancer Supporters

I want to say several things to people who have been donating to Reversing Cancer:

First of all, the money you've given laid essential groundwork… which could not have been laid any other way. Thank you. It supported lab work that neither venture money (which demands a 2-5 year payoff) nor government funding (obsessed with mouse models and late-stage drug targets) deemed worthy of support. It financed meetings with wealthy donors. Talks at longevity conferences and chance conversations in wildly unlikely places. It has funded interdisciplinary conferences and publications.

I am in the extremely rare position of hopping between 20+ different fields, from oncology to embryo development to neuroscience to origin of life to evolutionary psychology. Not just shaking hands but peer reviewing papers and conducting private gatherings around the world. (Not to mention bridging entrepreneurs, business owners and philanthropists with researchers.)

Short term careers favor narrow niches and deep silos…. groundbreaking work requires interdisciplinary links.

Your donations form connective tissue that otherwise does not grow.

I've been working on this for five plus years, and Reversing Cancer began about four years ago. We've developed many relationships, traveled to a lot of conferences, and learned a great deal about what's going on in the field.

There is still a raft of problems in the cancer field are *far* beyond what PredictRX can do, like continuing to develop tissue repositories. PredictRX must remain laser focused on its very narrow set of tasks.

A tissue repository is not a business because nobody can own human tissues. Reversing Cancer serves the common good and enables us to "follow the hockey puck wherever it leads" for the benefit of humanity.

Your donations have built an infrastructure and growing network of relationships that otherwise would not exist.

Thank you!!!

To donate, visit www.evo2.org/cancer. You are welcome to call Jon Correll at (858) 336-3061 or email jon@reversingcancer.com.

Save the Date!

February 9, 2026 – An Extraordinary Night You Won't Want to Miss

Jazz Fundraising Concert / Jazz Lincoln Center, New York City



Left: Elvis Costello hugging the microphone at Jazz Lincoln Center in New York City in 2024.

Similarly stellar performers will be playing on February 9.



Above: Hugh Jackman welcoming the audience. He was sitting ten feet ahead of me.

Mark your calendars for an extraordinary evening supporting cancer research. Our previous concerts have featured Elvis Costello, Hugh Jackman, Christopher Cross, and other world-class performers, all donating their time to advance early cancer detection.

Email support@reversingcancer.org to get on the concert notification list.

Stay tuned for more details!

Seize the day,

Perry Marshall

Who We Are

Reversing Cancer is a foundation helping to identify cancer in its earliest stage, when treatment is vastly more likely to succeed – an approach that hasn't received nearly as much support as it deserves. While 90% of the profession is focused on Stage 3-4, our Open Source Tissue Repository is detecting cancer at Stage Negative One. This will change the way cancer is treated worldwide.

What to Do Next

- Contribute to Science Research -- Donate at www.evo2.org/cancer
- Contact us at: support@reversingcancer.org

Or you are welcome to call Jon Correll at (858) 336-3061
or email jon@reversingcancer.com.