

From: Austin Hill <[REDACTED]>
To: Alex Fowler <[REDACTED]>
Cc: Dr Adam Back <[REDACTED]>
Bcc: jeevacation@gmail.com
Subject: Fwd: An idea for TED2014 talk to kill cancer and give it away to the world
Date: Fri, 08 Aug 2014 10:05:00 +0000

hey Alex,

This is what I mentioned to you on the phone yesterday. Adam is aware of my aspirations to have this be part of our philanthropy efforts as a company.

My idea for a cancer fighting Center & free disease fighting Centers / free healthcare for the planet.

Since we are busy with Blockstream now we need to focus, but I think getting this in MIT's hands to let Media Lab run with it might be good. Megan smith at Google solve for X connected me with Joi Ito & Patti Maes so once we get the Blocstream team going & revenue / product running I may take a few weeks to visit Joi at MIT to jump start this idea again.

I don't want to get distracted from reinventing money & assets / trust but this is a personal issue for me so at the appropriate time I will be taking periodic sabbaticals to make sure we get this idea going.

It will be easier to fund once we launch the Sidechains liquidity Bonds have a few basis points on the entire cash float of a few nation states paying our way.

Just FYI :)

----- Forwarded message -----

From: Austin Hill <[REDACTED]>
Date: Tuesday, April 9, 2013
Subject: An idea for TED2014 talk to kill cancer and give it away to the world
To: Chris Anderson <[REDACTED]>

Hi Chris,

It's been awhile since we've seen each other. I was busy helping another person I love fight cancer and working on some other personal projects that kept me away from TED for the last few years.

I'm registered for TED2014 which I'm so excited is coming to my home country Canada.

I have an idea for a TED talk that I think is worthy of the TED stage and will require the help of the TED community to make a dream of mine real. I've attached an outline of the concept I've been playing with.

I've already had some interesting conversations and I think we can kill cancer for the world, for free within 5-7 years and make it impossible for anyone to never have to die of cancer ever again.

I've attached an outline....The idea is still new and needs some maturing, but a few people told me now is the time to share it with you.

Can I come walk & talk with you to get your advice on if this is something the TED.COM team would like to help me make real?

-Austin

[Austin Hill](#)

Cognitive Playground Designer - Brudder Ventures

"at BrudderVentures we play with your mind - but we try to be kind"


@austinhill

What if you aligned everyone's interest to create a habitat for humanity meets world of warcraft for fighting cancer???

Goal is to kill cancer in 5-9 years, destroy the litigious nature of access to doctors in US, crash the pharmaceutical stock prices, give away free cancer fighting to the world and do it all with 1 TED talk announced at TED 2014

A free, self funding cancer research Center - given away to the planet (including all building plans, software, medicines - for free forever)

Leveraging Peter's work with X Prize to fund different types of cancers & reward innovation

Model would be that all treatment is free ... Patients (maybe loved ones) have the option to bequeath a portion of future earnings to the cancer ward for every extra month / year that the Center allows a patient to survive past the real mean average survival times (not the fake ones used right now by pharma to sell drugs and get FDA approval)

Patients join fighting teams (Grameen bank model of shared success and watching out for other patients, using peer support to increase survival rates and decrease cellular inflammation due to stress & fear of dying)

Center is not allowed to turn down any case

Real time futures market for cancer survival rates - honest data for the first time on what is working and not working

Wiki crowdsourced approach to integrative regimens (some of the work being done at Care2together - but more detailed, a continual free lab tracking each patients experiments with different aspects of holistic, pharma and dietary approaches to fighting cancer, all tracked in realtime and accelerating the ability to develop highly personalized regimens that work together)

Setup in Canada to avoid the litigious nature of us medical system, setup in Quebec because Montreal is one of the only large cities in North America that doesn't have a dedicated cancer fighting hospital and the current system in Quebec is the worst of socialized medicine and is killing patients on purpose because it can't afford to innovate. The before and after contrasts when we baseline performance against every other cancer ward in Montreal hospitals (and eventually the world) will be immediately dramatic and increase acceptance of the idea 2-5 years out.

Privately bootstrapped & using no socialized medicine dollars, no corporate donations (aside from Google.org and social enterprises). Funded initially by grants, donations and Xprize reward funds. Setup to be profitable within 3-6 years. Profit coming from licensing data & research to anyone not operating a similarly free centre. Profit coming from foundation funded by endowments from patients who have been helped, or who's battle with cancer was less painful who bequeath part of their estates. Profit sharing in trust for patients & doctors like a mutual fund tied to retained earnings from foundation. Doctors side works like a law practice - patient side like an insurance or mutual fund that pays dividends. Patients actually start getting dividends & payments based on their having been part of the system & research that occurred. "Come let us help you fight your cancer for free and we will pay you to survive and live a happy life"

Individual x prizes for 'curing cancer' teams working on early detection, treatment, regimens,

Public data - patient anonymity (lantana Sweeney, marc rotenberg from EPIC working on de-identification of data ; Google.org Hans Rosling on how to make data accessible)

API for public web hooks approach (gap minder for all cancer research data)

Hire the top 50-100 experts at insane prices to jump start cancer research in all major forms of cancer including use of holistic, natural and dietary approaches to fighting cancer (paul graham's "how to bootstrap innovation ecosystem article" applied to cancer fighting)

-Dr Lavalley - top cancer warrior in the world right now, introduced to me through Jake eberts who met him too late to start working with him

-Singularity Institute, Salim Ismail offered to introduce me to talent

-TED.Com community will help identify the other top experts & find a CEO to run the entire project

Peter Diamandis, good magazine, (Get advice from Peter on Xprize and how to fund this)

Self funded with no government assistance, available for free to anyone in the world who visits Montreal to visit the centre

All patents & software developed at centre are shared for free to any government / organization wanting to implement the same type of centre elsewhere (Habitat for humanity for cancer fighting center) but their centres must tie back in with same data, contribute to the pool and contribute all patents & software improvements (localized versions of smartphone app & game pieces)

- Any company must pay for access to our data adding to self funding goal
- Any company that holds pharmaceutical patents can share their patents and provide their drugs at discount prices for access to data (but new innovations they make using the data must be sold globally under the same model)
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Gamification of fighting cancer

- Remission - Pam Omidyar (a new version of remission based on a team approach or guild approach to fighting cancer that includes family members, doctors, supporters, emotional & religious tea mates all working together through an app based on World of Warcraft type MMPG for allowing guilds and teams to help you survive cancer)
- Jane Mcgonical
- Actuaries (real life market with real stats on how integrative multi-agent regimens are working to increase average lifespan instead of illegal immoral pharma funded FDA system being used right now)
- Market makers
- Real currency tied to mean survival time
- Latanya Sweeney (data de-identification to protect privacy, Marc Rotenberg & Alex Fowler - DNA privacy issues)
- Pick your cancer fighting avatar
- Create your team)
- Real time leader boards & personal technologies (i.e. NikeFuel band) to do checkins on symptoms, when you take your pills, hardware developed by a design firm and given for free to each patient with a smart phone for their battle.....Apple & Android compatible so all family members & friends can join team and give props for surviving another day

Research & scientific advice provided by Singularity Institute

Real estate provided by Bronfmans, Changon, Lieberman and Jonathan Wener (Montreal real estate billionaires in Montreal-similar model as Tony Sheiz's las vegas downtown project but for a holistic cancer community build on a huge foundation owned public space in Montreal. Heavy use of playgrounds, green energy, ---- find top architects from TED community and playground (David Rockwell?) to help on the design team to build happiness and stress relieve and fun/play in every experience at the cancer killing centre)

Documentary Film and Media service provided by the TED.com community, Participant productions, Skoll foundation & the Eberts Family Trust - help tell the story to the world in every language at every corner so no person ever needs to be alone again in their fight against cancer.

Religious Consultations provided by the Charter for Companision (non-denominational faith based support in whatever language each person prays for healing their cancer)

and perpetual free services with no government subsidies provided by

-Grants for mean survivals increases

-Xprize for specific achievements

-Bequathed funds for losing cases where we made a difference

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