

F-U Cancer




Expert Guided Cancer Wellness. Supporting Patients, Caretakers, and the Clinician - All in One Platform.

Presented by:

Shelby Yaceczko, CEO & Founder

<http://fucancer.health>



Where Strength Meets Support in Cancer

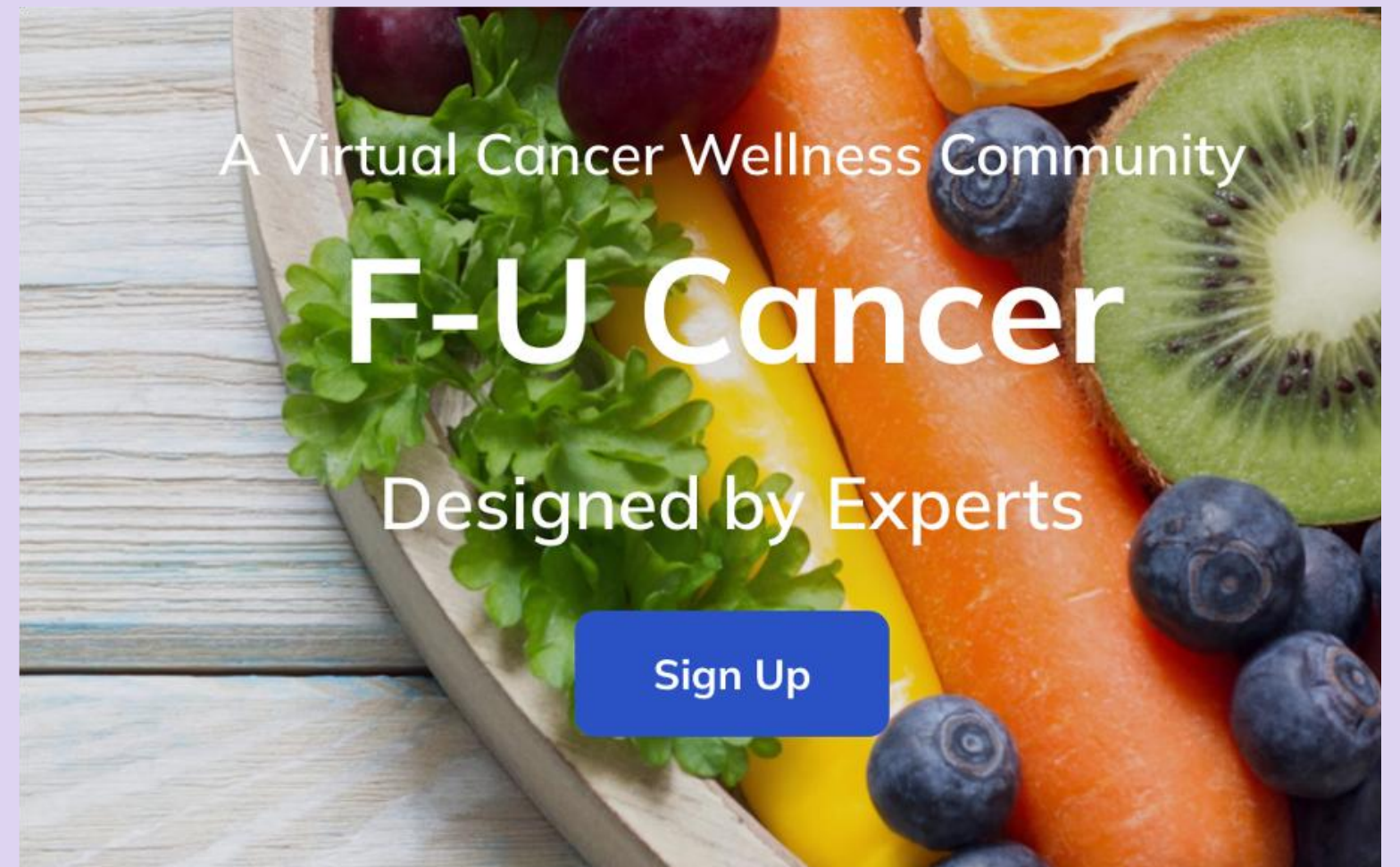
Why F-U Cancer?

We address the whole person, not just the disease.

[Sign Up](#)

Who We Are

Virtual comprehensive cancer wellness platform delivering expert designed nutrition, physical activity and mental health resources to patients and caretakers, while supporting clinicians and reducing costs to the health system.



A Virtual Cancer Wellness Community

F-U Cancer

Designed by Experts

[Sign Up](#)

Meet Jenny

New Colorectal Cancer Diagnosis

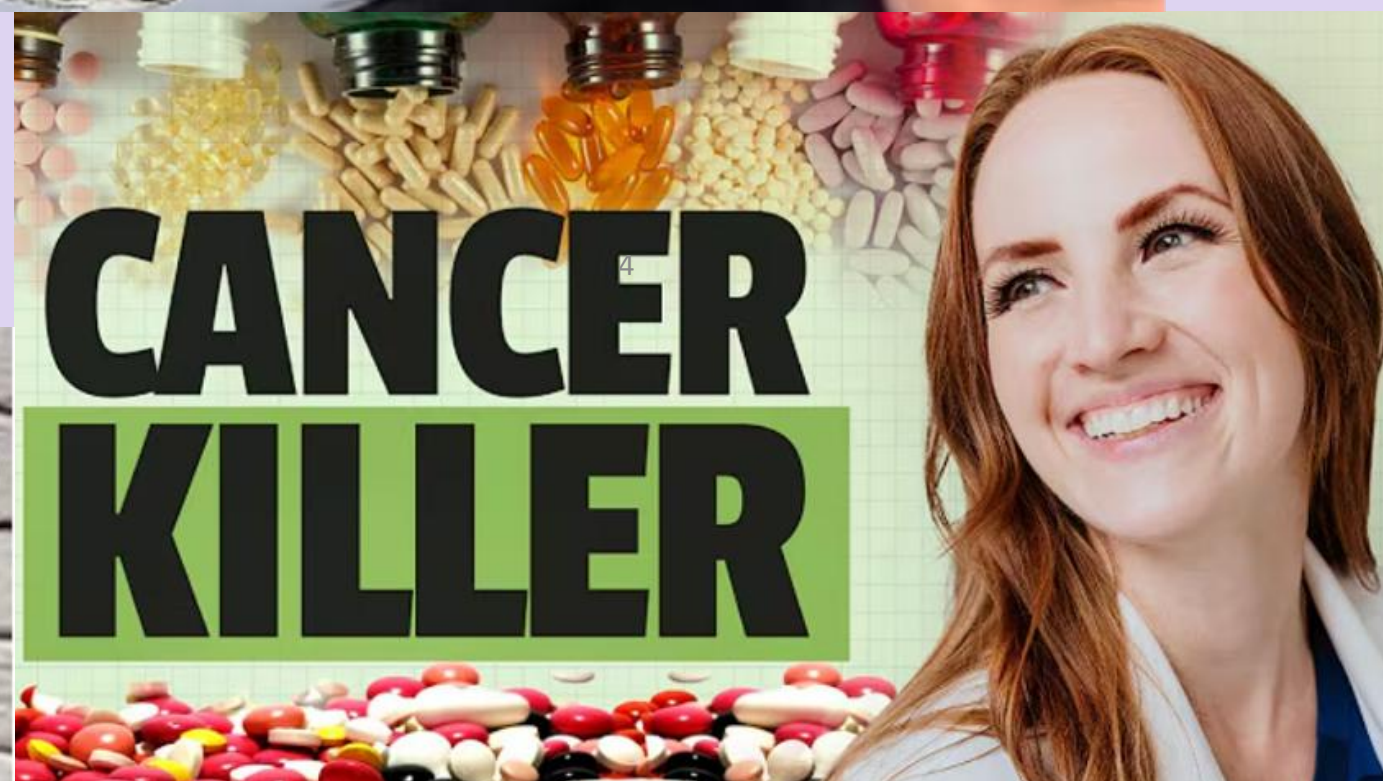
- Will I survive?
- How do I tell my family?
- Who can I trust?
- I am weak
- I feel alone
- HELP!





Supportive Care Matters

- 1 in 5 die from malnutrition, not cancer
- 1 in 3 experience mental or emotional distress
- Only 7% perform adequate physical activity



What's [NOT] Available

Oncology Doctor → Too Busy = Handout
Ancillary Referral → Waittimes, Insurance
Cash Pay Referral → Expensive
Digital Health Solutions → Limited

Oncology Provider

Too busy, not trained = Handouts
 ASCO 2024 → 60% cancer doctors want help!

Ancillary Referral

Wait times, Insurance Issues = Cash Pay

Digital Health Solutions

Limited, Not Evidence-Based or System Integrated

Competative Analysis

Digital Health & Major Resource Hubs

	F-U CANCER	BELONG	LIVING WITH	B-WELL	CANCER FOUNDATIONS
Nutrition, Exericise, Mental Health	✓	✓	✓		✓ ⊗
Live Online Community	✓	✓			✓ ⊗
Evidence Based	✓		✓	✓	✓
Validated Screening Tools w/AI-driven Health Dashboard	✓				



MEET THE TEAM!

Additional Key Personnel

- Chief Technology Officer
- Clinical Research Analyst
- Growth and Strategy Advisor
- Commercialization & Payer Expert
- Social Workers
- Clinical Exercise Physiologists
- Cancer Psychologists



Christina Rollins
MS, MBA, RDN
Chief Operating Officer



Dr. Shelby Yaceczko
DCN, RDN-AP
Founder and CEO



Anna Abel
MS, RDN
Director of Clinical Education



Dr. Fei Jiang,
PT, DPT, OCS, MBA
Physical Therapist



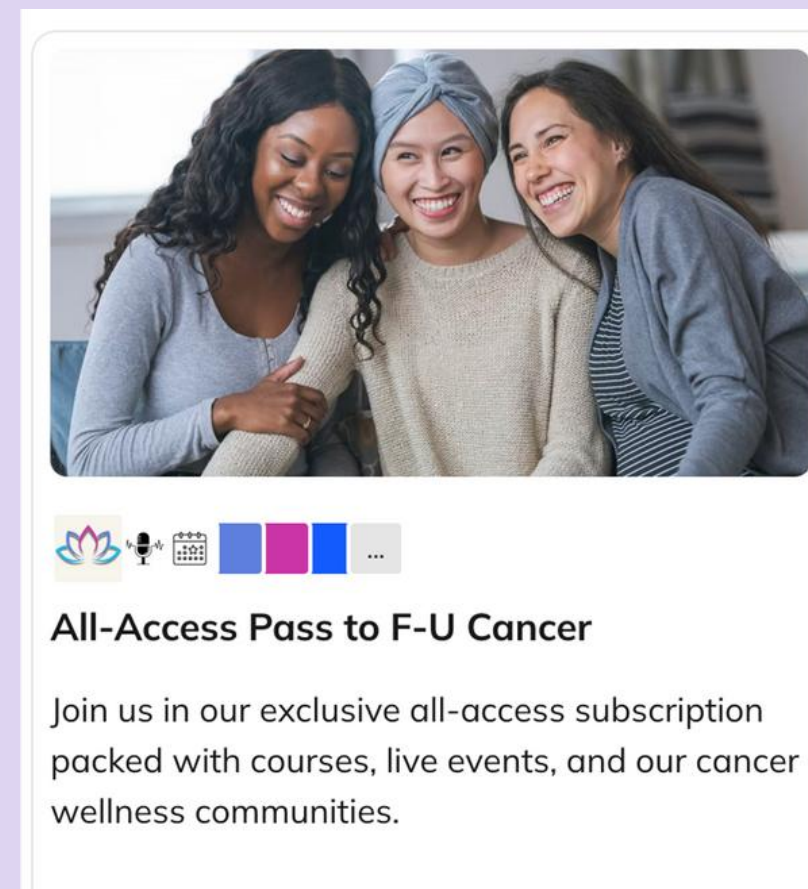
Christina Fasulo
MS, RDN
Lead of Community Education



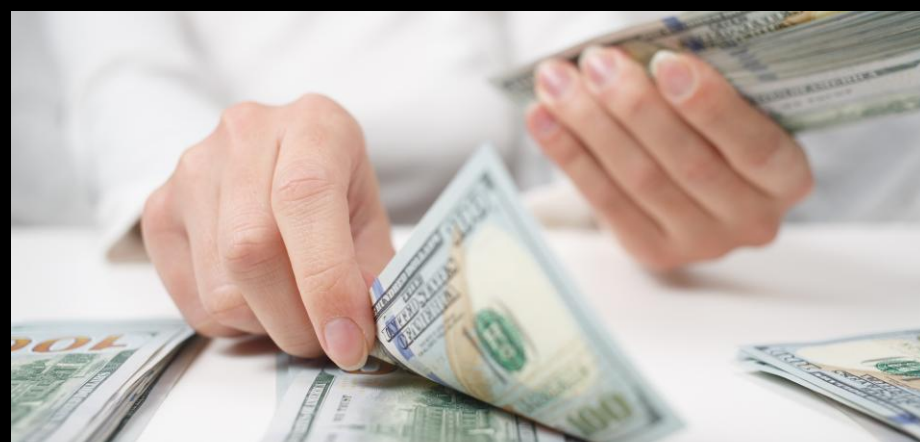
Dr. Kelsey Lau
*Oncology Rehab Physician
Clinical Research Advisor*

Solution

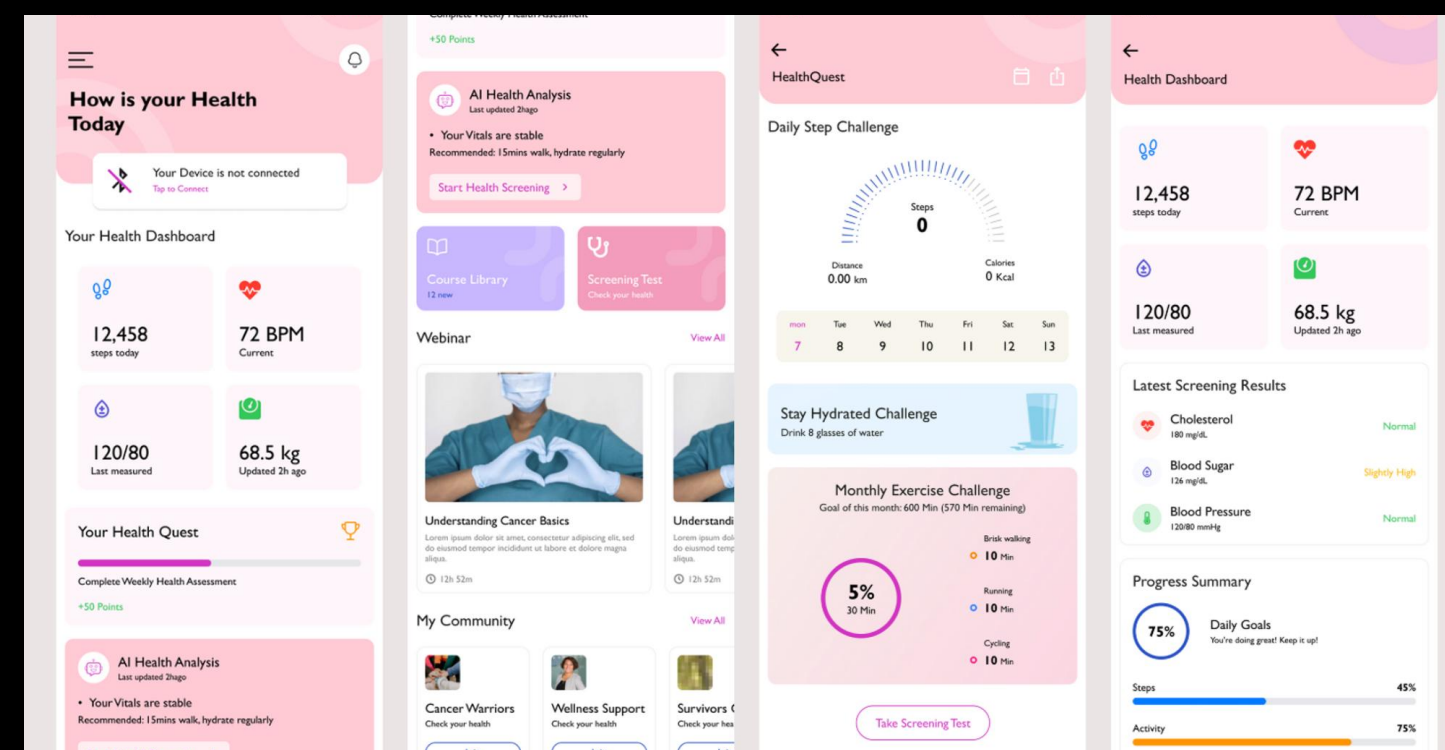
Build G2M MVP for clinical validation, research, with intention to become a digital therapeutic



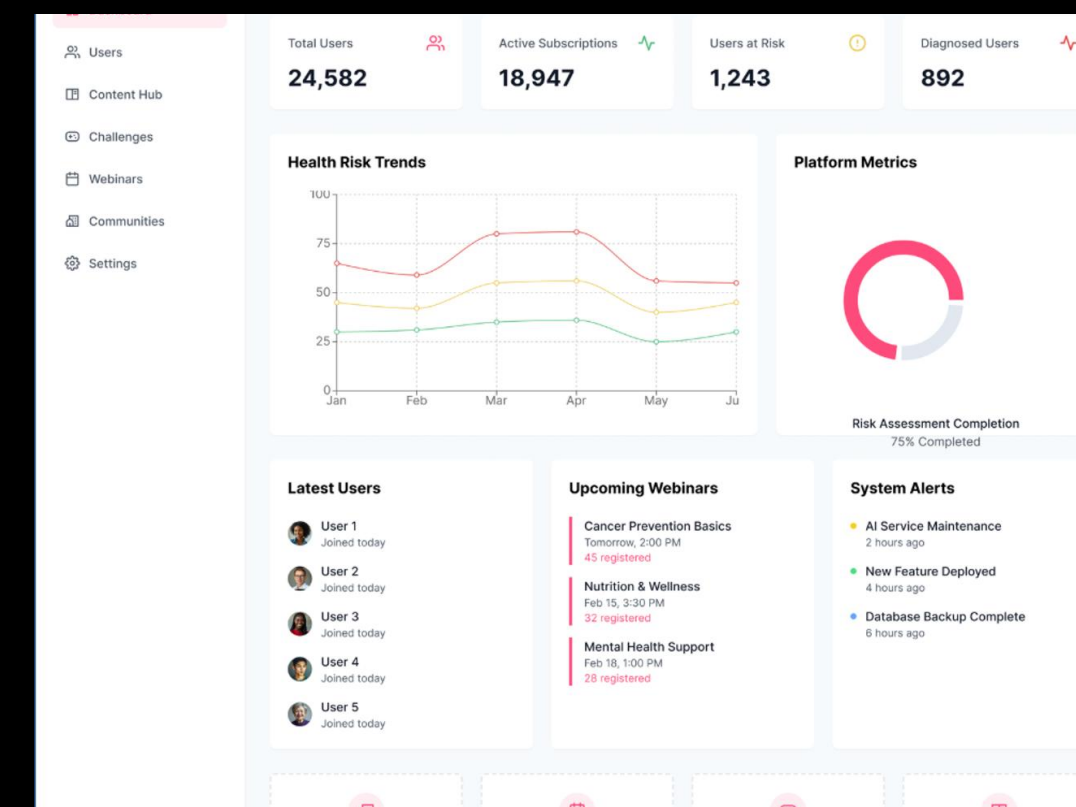
Key benefits include:



Improved Patient Experience, Outcomes & Reduced Health Costs



Patient/Caretaker Personalized Dashboard w/AI integration & Validated Screening Tools



Provider Dashboard & EMR Integration = Provider Revenue

Market Opportunity

Only 25% of US Cancer Clinics Have Survivorship Resources.

1 in 2 men, 1 in 3 men in USA projected to have cancer by 2030

1 in 5 people globally



Global digital health cancer wellness market

\$60B

Serviceable Addressable Market

\$15B



Our target audience includes providers, foundations, health systems and cancer patients or caretakers

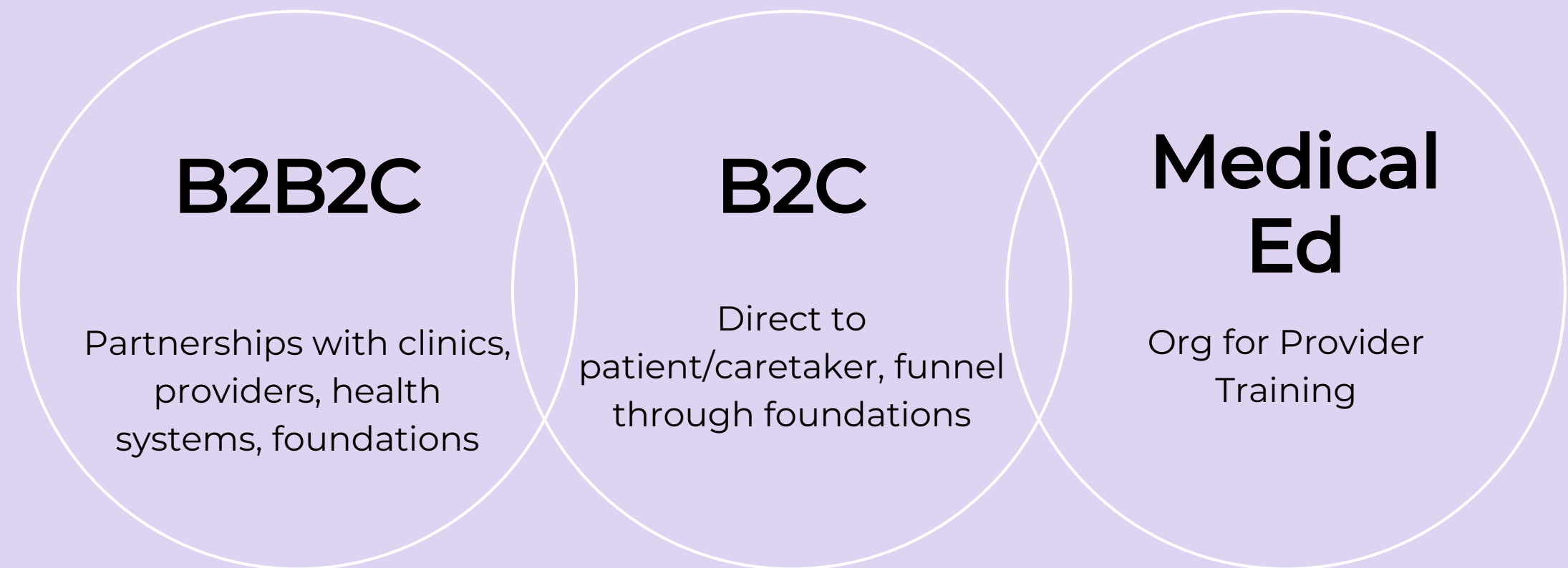
\$150M

1% Market Penetration in US and Europe in 5yrs

Business Model

We operate on a subscription-based model with bulk pricing option ————— \$ **15**/month

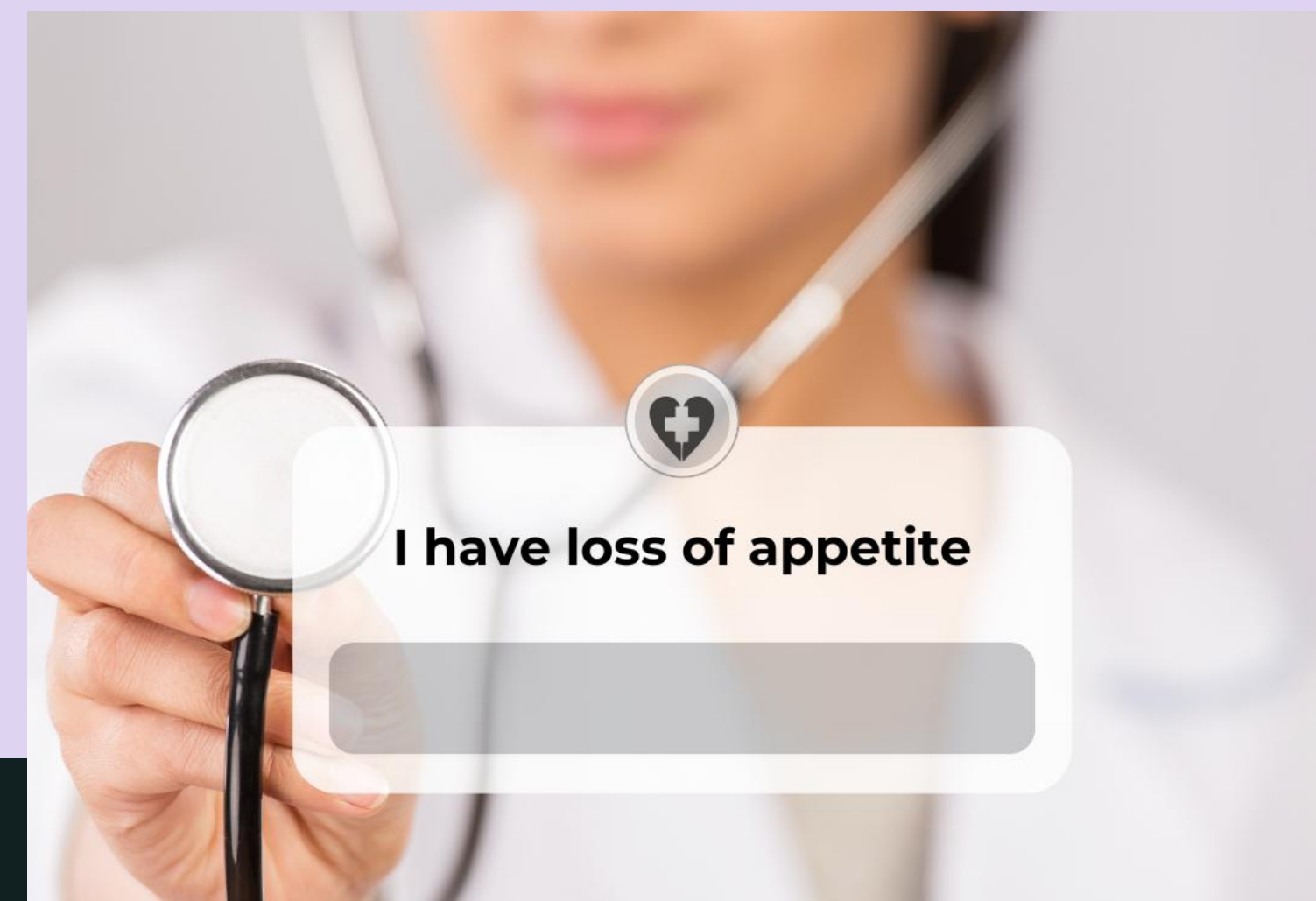
Our primary revenue streams include:



Go-to-Market Strategy

F-U Cancer G2M Strategy is a combined model of direct to patient or caretaker with a funnel through partnerships with clinics, cancer providers, and foundations who can offer bulk contract agreements.

EMR integration allows for provider revenue.

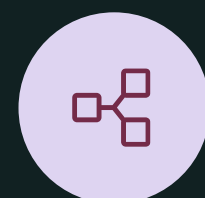


We plan to acquire customers through:



Cancer Foundations & Public Users

Targeting cancer patients & caretakers



Cancer Clinics and Health Systems

Limited resources & long waittimes



Insurance Companies & Payers

Cancer care = significant cost expenditure

*73% more at hospital stay

*2.5X health care expenditure w/frailty

Traction



Traction with local cancer foundations, providers, and federal programs underway.

Beta-testing

62 users

Pilot Research

Ready to deploy - Foundations Secured



Core MultiD Education Built



Meet Jenny F-U Cancer User

- ✓I am confident in my care plan.
- ✓I can troubleshoot cancer side-effects better.
- ✓I know what to eat.
- ✓I started exercising again and feel stronger.
- ✓I am empowered in my new community.

I know what to do next

My energy is improving

I feel stronger already

I can trust this information

Funding Ask

We are seeking \$750,000 to build our Go-To-Market MVP. Funds will be allocated to



\$350,000

Product
development &
Research



\$200,000

Hiring key staff



\$200,000

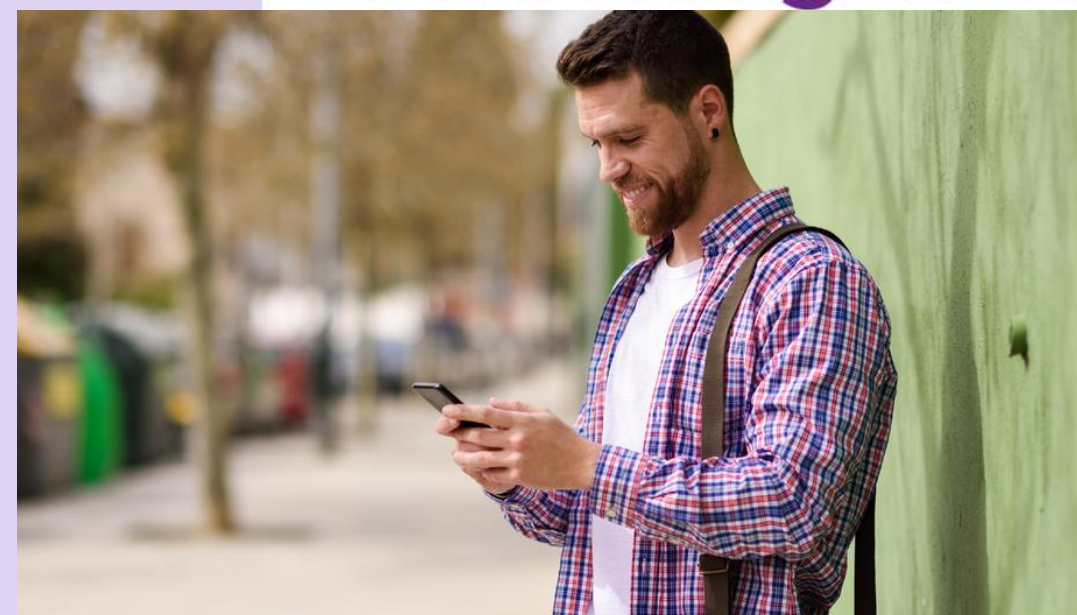
Marketing & Scale

The future of cancer wellness — clinician powered, patient centered, investor ready.



Digestive Health Log

**Social Needs
Screening Tool**



Cancer Community Network

A safe space for anyone impacted by cancer to connect .