

Investment Opportunity

Our light therapy has multiple dimensions of complexity: sensitiser formulations; power and spectrum of light; cancer responses. However, the politicised environment is currently restrictive. To overcome the restrictions, the cancer response needs to have as few side effects as possible. This requires an investment in information technology. Rapid development requires an investment that would be considered minimal in today's medical market. However, the political risk is huge. We seek an investor with an open mind.

Creating Value

Humanity is in the middle of a technical revolution. Through decades of laboratory research biotechnology has created many materials with potential. In any other industry some of these would be the rising stars prioritised for investment.

However, the healthcare market is regulated by a bureaucracy that can be imagined as a layer of mud.

Despite spending 600 billion euro annually on cancer, the market is unresponsive to innovation and does not create affordable solutions. Today Guideline Medicine subsumes both Historical and Alternative Medicine and limits innovation. See [Figure 1: Value in Healthcare](#)

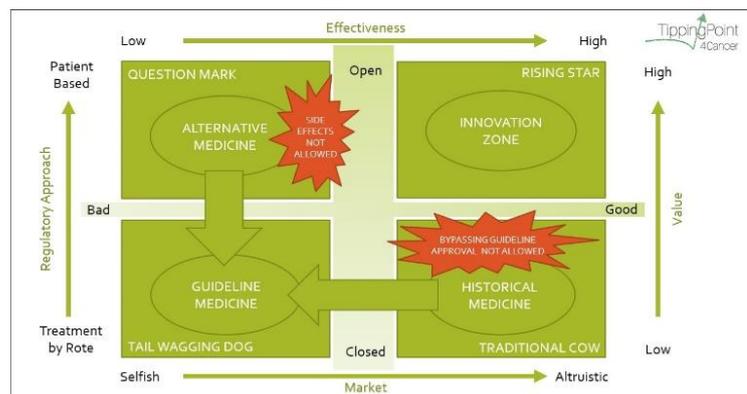


Figure 1: Value in Healthcare

The Catch 22

We imagine that politicians would prefer the efficiency of a good and open market. This would encourage innovation and alleviate pressure on healthcare budgets. However, a Catch 22 stifles

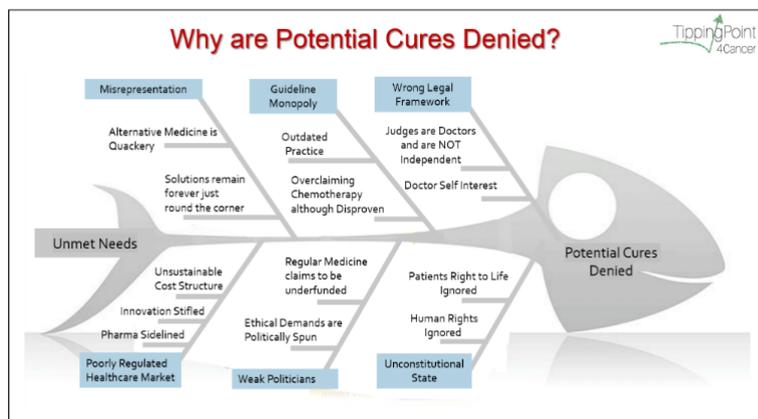


Figure 1: Root Cause of Cure Denial

innovation. When developing a rising star, it is inevitable that serious side effects, hitherto unknown, will occur. A bureaucratic mud layer constantly checks side effects against the boundaries of the guidelines. When side effects occur outside these boundaries, they are regarded as calamities. Anyone causing those calamities will be accused of quackery and expelled from the medical profession.

As it's impossible to make an omelette without breaking eggs, this is a Catch 22 for any rising star, see [Figure 1 Root Cause of Cure Denial](#). Many patients would accept side effects of a rising star in their self-interest, especially when they have exhausted the guidelines.