

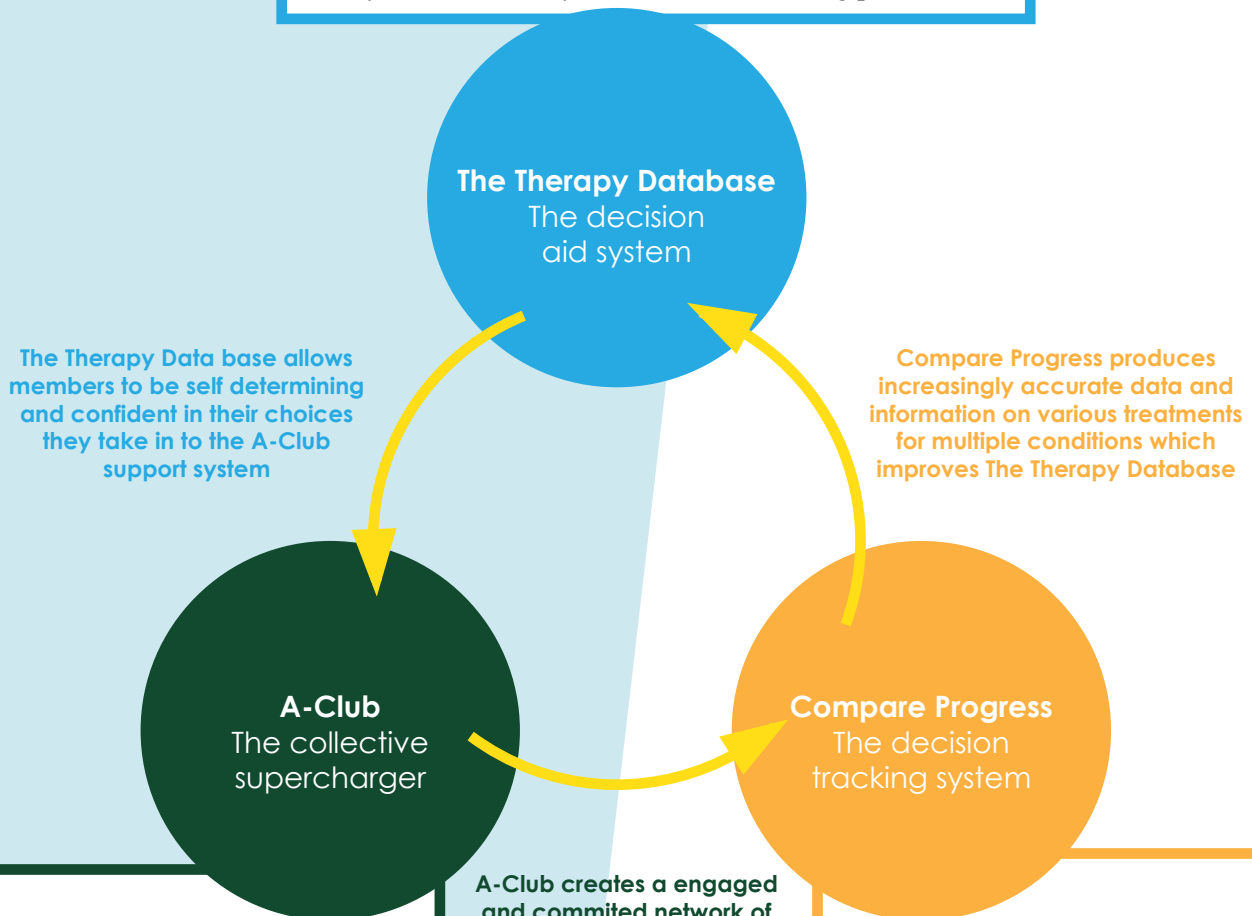
A PRACTICAL APPROACH TO SCALING CLIENT SPONSORED CLINICAL TRIALS

This summary is for Venture Capital providers in the Longevity and adjacent spaces.

This summary ends with an invitation to collaborate.

The diagram below illustrates interactions between customised versions of three familiar and trusted societal systems.

The Therapy Database allows users to view quality articles for and against a potential treatment for their selected condition. When weighed in this measured way, it allows clarity in the decision making process.



The Therapy Data base allows members to be self determining and confident in their choices they take in to the A-Club support system

Compare Progress produces increasingly accurate data and information on various treatments for multiple conditions which improves The Therapy Database

A-Club creates a engaged and committed network of individuals to accurately and consistently make use of Compare Progress

A-Club allows users to experience their health journey as part of a team, this has proven benefits in increasing peoples ability to “stick” to a chosen course of action, and ulitimately their recovery/improvement.

A-Club also contains the facility to access safe and effective treatments that are potentially otherwise difficult to obtain. This is done by forming mutually beneficial relationships with treatment providers & existing specialist logistic companies.

Compare Progress allows users to measure their progress anonymously against others in their demographic on similar and other treatments for their condition. It also contains the ability to track secondary treatments that may have beneficial effects. Accordingly, users can track whether they have made the right choice and what can be done to improve its effectiveness.

The data set created by this comparative process acts allows treatment providers to further prove their treatments effectiveness.

TTD is a decision aid system. It is based on the approach used to make decisions in Courts of Justice, in legislative bodies and in other societal forums. TTD has been refined over 27 years to provide a 'level playing field' for arguments for and against each of two or more options in the fields of prevention, diagnosis and treatment of medical conditions.

TTD can also help autonomous (self determining) people to make decisions regarding methods to sustainably maximise their physical and mental performance. This will be especially welcomed by older owner-managers of Small to Medium companies whose prospects of "surviving and thriving" in this decade depends on owners being able to raise their game,

TTD ethical foundations are Medical ethics and the Hippocratic oath.

TTD legal foundations are case law and the guidelines issued by GMC, AMA and other licensing bodies and by and government bodies. Human rights law provides further support..

CP is a resource for business and other autonomous people who have used TTD to help them decide how they want to reach their goals. CP can be customised for goals relating to recovery from chronic conditions and also for maximising sustainable physical and mental performance.

CP enables groups of similar individuals who made similar decisions to compare their relative progress in real time. It also enables comparisons between groups that have chosen to take markedly different routes.

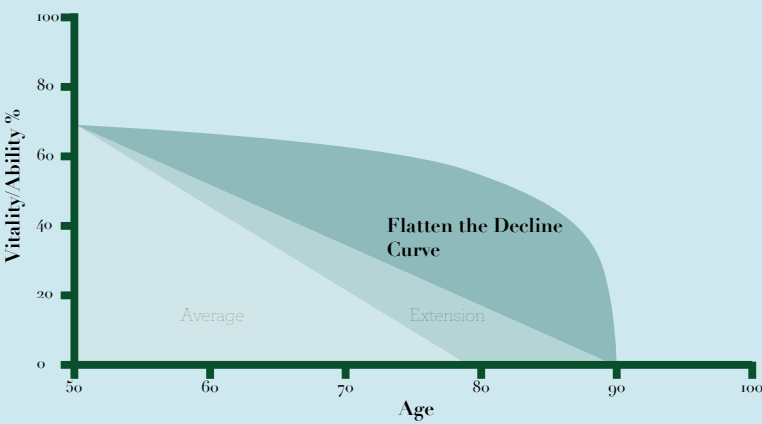
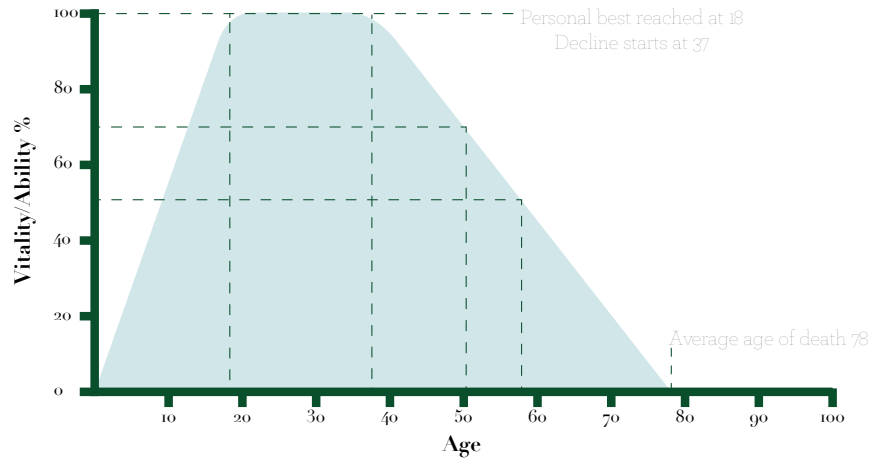
CP is easy to understand because it is a custom version of the software used to manage investment portfolios. The "investment assets" in this case are the treatment, training and transformational experiences that the individuals have decided to use. The investment KPIs are agreed measures of recovery and/ or of exceptional physical and mental performance.

The goal of the overall treatment "portfolio" is to achieve "above average returns" or "beat the market". In human performance this means to flatten and reverse the normal curve for age related decline,

The following graphs illustrate three real-world scenarios for enjoyable lifespan.

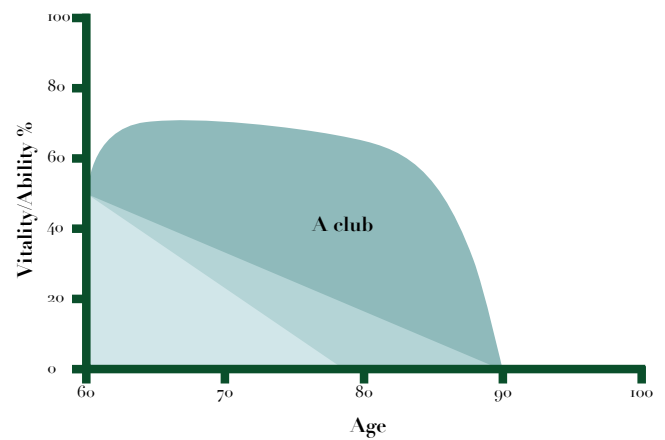
The vertical scale plots the average person’s ability to ‘get out and enjoy the world ‘ each year of their life. The area under the graph therefore provides measure of your lifetime ability to enjoy the world.

This graph shows average vitality/ability rising from 0 at birth to 100% at age 20. Peak is maintained until 37. Average decline between 37 and 78 is a straight line because in our research this correlates with most people’s feeling of a 30% decline below peak vitality by age 50 and 50% by age 60. Some people suffer sudden death after a stroke or heart attack, some people are crippled for years and some stay healthy into their late 70s and 80s.



This graph shows the average or more accurately, ‘do normal’ line for a person aged 50 and also shows the increase in ability to enjoy life if that person goes for a simple extension of life to age 90. By ‘enjoy life’ we mean having the ability to get to the worlds special places and being able to enjoy being there. The A Club line, taking in both average and simple extension areas, shows the beneficial effect of flattening the graph for as long as possible and then going into a short decline. This is achievable by most people joining A-Club and provides a doubling of enjoyable lifespan for a person starting at 50.

This graph shows the ability of a person age 60 to increase enjoyable lifespan by more than doubling the area below the ‘do nothing / do normal’ line. Area B increases proportionally but the most dramatic increase is due to the rise in, and maintenance of vitality illustrated in area C. Areas B and C combined approach 150% of area A. This will be achievable for committed A-Club members.



The default “risk appetite” is the medical ethic: “first do no harm which is also alluded to in The Hippocratic oath. The aim is to avoid ‘irreversible damage’ and ‘critical points of failure’.

In financial investment terms this Ethic and Oath follows Warren Buffet’s first rule of investing: “Don’t lose money”. It also follows the ‘Lean Startup’ advice to ‘fail fast and fail cheap’ and then decide whether to “persist, pivot or abandon”.

A-Club

Genuine Private clubs and societies are the best known and trusted structures for people seeking to achieve mutual goals, The Royal Charters given to English Private Clubs and Societies powered Scientific, Medical, Commercial and Socio-Political advances. They also powered Exploration of the Natural world and a raft of advances in the Arts and Professions. They are still among our most influential institutions.

These genuine clubs are owned and controlled by the members, this is totally different to a commercial business running a subscription business model with a “club wrapper”.

Private clubs and societies are not secret (in the occult sense) but they remain secure insofar as they select members very carefully for trustworthiness. Trustworthy in this sense is the intention of applicants to be good fellow members, in their desire to advance in the relevant area of common purpose of the club and in their having no conflicting interest that could prejudice the working of the club or damage other members.

Codifying these elements are the main purpose of club constitutions, selection committees, rules and sanctions.

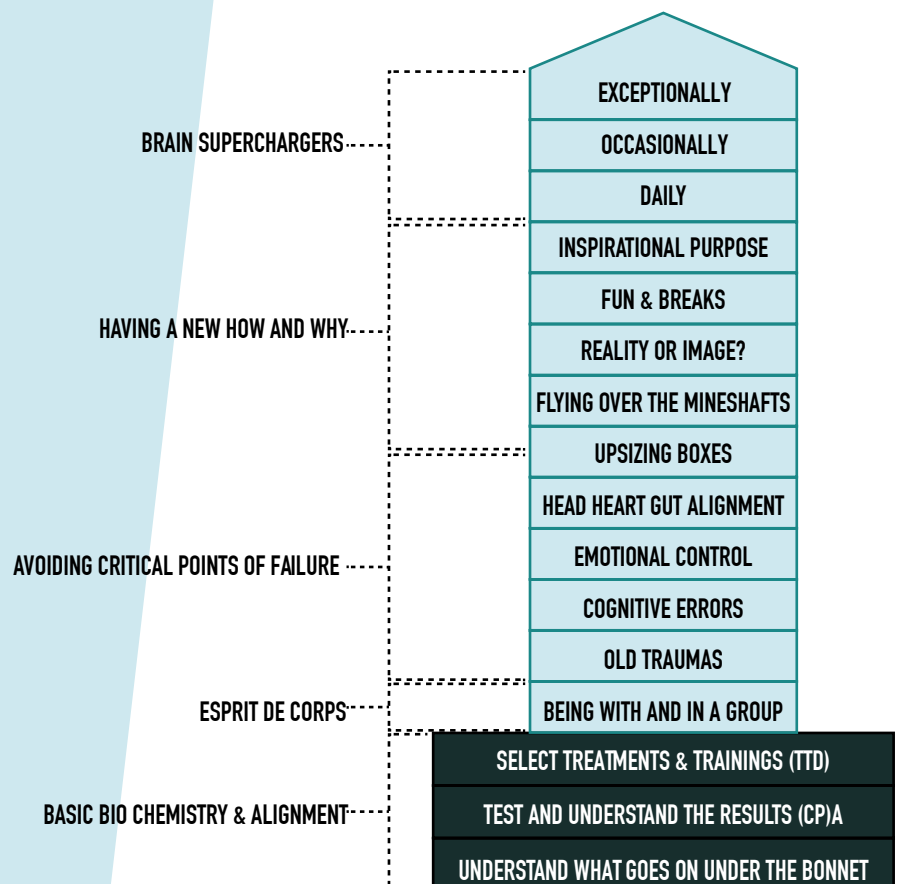
When operated in their pure form, Private clubs are very potent environments for adaptation to new challenges. The culture they generate seems to have the same nature and force as the esprit de corps found in crack military units and in the best start-up corporate cultures.

Private clubs can release members from mental cages they don't even realise they are in. That is until they join the right group and feel free to express their creativity and their entrepreneurial instincts,

Then business members remember that honest and productive SME Business is 90% about collaboration and 10% about competition. People experience this feeling in well run business masterclasses. By the end of day one, CEOs are discussing issues together with an openness they would not feel able to have in their companies.

The tower diagram gives the main steps that A-Club members will cycle through. It's an iterative process, like polishing a rough gemstone.

The foundation level is Basic biochemistry and Alignment. This is the first area for Client-member sponsored (patient paid) trials. The SME owner manager members want to collect real world data on the choices they have made and have implemented and to have comparative anonymised information on groups of members like them.



Implementation

TTD for A-Clubs will contain details of biotech treatments that have plausible hypotheses for better real world effectiveness and sound reasoning as to why they are as safe or safer than conventional treatments for the same condition.

These are the two claims made by almost all speakers at longevity, human performance and biohacking conferences. Speakers say their treatment is more effective or safer or both.

TTD gives them a fair chance to make that case to self determining business people who declare themselves to be willing and fully informed early adopters. They do not seek any legal protection or recourse, except in case of fraudulent statements or evidence.

SME owner managers will join A-Clubs and participate because the Clubs offer the only credible way for them to save the companies that are their life's work.

A-Club is also a credible way for them to save their own lives and to protect their families from poverty and harm that will result if they burn out or die.

When people hear these points, spoken seriously and honestly, the people we want to have as members will apply to join. The ones we don't want will deselect themselves so cause us no wasted time or effort.

There are over 30 million SMEs in the USA and 51% of owners are age 55 or over. They generate 50% of US GDP, 32% of exports and 50% of private sector employment. Without the type of help that A-Club can provide, 50% or more could fold by 2030. There are 22 million SMEs in the EU and 6 million in the UK. So one million members is quite achievable.

Invitation to collaborate

We invite Venture Capital companies with relevant investments to discuss becoming 'Ambassadors' through the pre-launch phase of the A-Club initiative. This will provide two main benefits.

One is to help your investee companies to bridge the 'Valley of Death' that still plagues biotech investments and prevents VCs from extracting full value from their investment.

The other is to help your companies get from pre to post revenue status. Companies can even go into profit before marketing authorities are gained in any major country. This will have a transformative effect on ROI, market cap and overall morale.

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