

ME THERAPEUTICS INC.

1. For [who? Patient, provider, other stakeholder]: Colon and lung cancer patients
2. it's a challenge to [accomplish a key activity; achieve a primary goal]: Overcome immune suppression and allow for a durable anti-cancer immune response
3. Today, their best option is [current approach or status; emerging solutions]: First generation immunotherapy such as checkpoint inhibitors
4. which, because of [primary functional problem relating to activity]: The presence of G-CSF in the tumours impairs anti-cancer immunity by enhancing immunosuppression.
5. yields [bad/worst case outcomes or limitations]: A low or minimal response rate to treatment
6. Thus, there is a need to/for [describe the unmet need in specific terms]: Therapeutics which block G-CSF to overcome immunosuppression.
7. which, if solved, would have the impact of [describe the specific impact in detailed, ideally quantifiable, terms]: Increasing the response rate of patients to combination therapy leading to longer survival times and better quality of life.
8. Solving this need can be achieved by [specific solution approach that will achieve the quantifiable impact]: Blocking G-CSF activity with high affinity neutralizing antibodies in combination with checkpoint inhibitors to generate a strong synergistic anti-cancer immune response.
9. and will be demonstrated/proven by [what specifically will be measured to demonstrate the intended impact]: A reduction in tumor growth in animal models and clinical trials.

Notes on Madlib

- Sometimes the person who cares the most is indirectly connected to the challenge. If you are in that situation, talk to us and we will help you modify the mad lib.
- Line 8 asks for a solution: in your description, be sure that it is tightly matched to improving the bad/worse outcomes.
- Line 9 asks you to think about how you would prove that your solution did, in fact, yield the specific improvement (impact) you sought. Thinking about how you would prove it to a skeptic will force you to be specific and force you to recognize when a result is impossible to show.
- Finally, the information here, when taken together, needs to be compelling to someone else— it is not enough to describe a need that touches on an area we can all agree is fraught with problems in need of solution; it has to be compelling in the sense that you have an angle on a part of the problem that you can address and that when you do, it will matter enough for someone to change what they do.