**Project Idea**

**DESCRIBE THE APP IDEA:**

The app is a medical information app that can be used by the general public. The ideal target market is people who are already questioning if our current approach to cancer is working. For the most part, few Americans know much about conventional cancer treatment and even less about non-conventional treatment. The $200 billion a year industry deliberately obfuscates cancer treatment in hopes that the general public will not begin to understand the whole picture and ask tough questions. With this app, I hope to shed some light on alternatives to conventional chemo-centric treatment and why things are the way they are.

**WHY IS THIS APP USEFUL TO THE TARGET POPULATION:**

Most people know someone who has cancer, had cancer, died from cancer, or is heading toward cancer. This app will get the discourse moving in the right direction. People want to know that they have alternatives.

**FIVE THINGS I'LL BE TEACHING:**

I'll be teaching about:

* **Introduction:**
  + A brief history of cancer and some perspective on why things are they way they are.
* **Why Me?:**
  + Overview of why some people get cancer and why.
* **Find Provider:**
  + Based on your budget, this section guides you to whom you can afford to see.
* **Lifestyle Changes:**
  + Some of the changes that will yield the greatest results for a non-chemo recovery and what to look out for.
* **Recovery**:
  + Now that you are on the road to recovery, how to make life better.

**WHY I'M A GOOD FIT FOR DEVELOPING THIS APP:**

Few people study non-chemo treatments with the kind of passion I have. Since I want to live to be 120 years old, I'm particularly interested in everything that extends life and compresses morbidity.