



COLONAiVE™ x Corporate Champions

Saving Lives Through CSR

Every Partnership Saves Lives

Singapore's Premier Corporate Health Movement

*Transforming Corporate Social Responsibility into Measurable Life-Saving
Impact*

Singapore's #1 Cancer Crisis

The Alarming Reality

 **#1**

Cancer in Singapore

Colorectal cancer is Singapore's most common cancer

60%+

Late Diagnosis

Most cases detected at Stage 3-4 when treatment is harder

70%

Skip Screening

Majority of eligible Singaporeans avoid recommended screening

90%

Survival Rate

When caught early vs. 10% when detected late

The Cost of Inaction

Beyond Traditional CSR: Measurable Life-Saving Impact

Why COLONAiVE™ Partnerships Are Different

Traditional CSR

- ✗ Vague community benefits
- ✗ Hard-to-measure impact
- ✗ Charity-focused giving
- ✗ Limited brand association

COLONAiVE™ CSR

- ✓ Direct lives saved (quantifiable)
- ✓ Detailed impact reports (quarterly metrics)
- ✓ Employee wellness benefits (screening programs)
- ✓ Healthcare innovation leadership (brand positioning)

Your partnership doesn't just support a cause—it prevents cancer deaths.

COLONAiVE™: Singapore's National CRC Prevention Movement

Our Mission

Eliminate colorectal cancer as a major health threat in Singapore by 2035

5 Strategic Pillars

RID-CRC PUB™

Public awareness campaigns

RID-CRC SGP™

GP & specialist engagement

RID-CRC GOV™

Policy & healthcare system alignment

RID-CRC CSR™

Corporate partnership arm


RID-CRC EDU™


Our CSR Arm: RID-CRC CSR™


Corporate Champions Against Cancer


RID-CRC CSR™ is specifically designed to maximize corporate impact and recognition.

What We Offer:

 **Targeted Programs:** Workplace screening, public sponsorship, co-branded campaigns

 **Impact Measurement:** Lives saved, early detections, cost savings calculations

 **Premium Recognition:** Website features, media coverage, industry awards

 **Employee Benefits:** Direct workforce health improvements

Our Commitment:

- Transparent reporting on every dollar spent
- Professional partnership management
- Flexible programs tailored to your CSR goals
- Long-term relationship building, not one-time transactions

Choose Your Level of Impact



Gold Champion

100-499 Tests
Sponsored

**Lives Potentially
Saved: 50-100+**

**S\$35,500 -
S\$177,145**

- ✓ Logo placement on CSR showcase page
- ✓ Dedicated sponsor feature story
- ✓ CSR impact report with metrics
- ✓ Certificate of partnership
- ✓ Social media recognition



Platinum Champion

500-999 Tests
Sponsored

**Lives Potentially
Saved: 250-500+**

**S\$177,500 -
S\$354,645**

- ✓ All Gold benefits included
- ✓ Homepage partner badge
- ✓ Featured in press releases
- ✓ VIP event invitations
- ✓ Executive networking



Diamond Champion

1000+ Tests
Sponsored

**Lives Potentially
Saved: 500+**

S\$355,000+

- ✓ All Platinum benefits included
- ✓ Media spotlight campaigns
- ✓ Speaking opportunities
- ✓ Advisory board invitation
- ✓ Custom impact documentary

Reference cost: S\$355 per screening test = 1 life potentially saved

Your Investment, Quantified Impact

Partnership Example: Platinum Champion

Investment: S\$177,500 (500 screening tests)

Direct Impact

250+

Lives
Potentially
Saved

\$2.5M+

Healthcare Cost
Savings

500

Singaporeans
Screened

100%

Measurable ROI

Brand Benefits

- ☀️ **National Healthcare Leadership** positioning
- 📰 **Media Coverage** as life-saving corporate champion
- 👤 **Employee Pride** in meaningful workplace benefits
- 🏆 **Industry Recognition** for healthcare innovation CSR

Every S\$355 invested = 1 life potentially saved

How We Celebrate Our Champions

Website Recognition

- Homepage Partner Badges with company logos
- Dedicated CSR Feature Pages telling your impact story
- Impact Dashboard showing real-time screening numbers

Media & Events

- Press Release Mentions as life-saving corporate partners
- Industry Award Nominations for healthcare CSR excellence
- Executive Speaking Opportunities at health conferences
- Co-branded Campaign Materials for your own marketing

Exclusive Benefits

- VIP Healthcare Events with medical professionals
- Executive Networking with other corporate champions
- First Access to new screening technologies and programs

Partner Logo Gallery Preview



Your Company
Future Partner



Partner Spotlight
Available



Corporate Champion
Open Slot



Feature Partner
Premium Tier

"Your Company Could Be Here" - Be among the first featured as a life-saving corporate champion

Join Singapore's Life-Saving Corporate Movement

The Time to Act is Now

Every day we wait, more Singaporeans are diagnosed with late-stage colorectal cancer.

Your Next Steps:

Partnership Consultation

Schedule a 30-minute discussion

Custom Proposal

Receive tailored CSR program recommendations

Program Launch

Begin saving lives within 30 days

Impact Reporting

See your measurable difference quarterly

Why Choose COLONAiVE™:

- ✓ **Immediate Impact** — Programs launch within weeks
- ✓ **Transparent Reporting** — Know exactly where every dollar goes
- ✓ **Professional Management** — Dedicated CSR partnership team
- ✓ **Scalable Programs** — Grow your impact over time

Ready to Save Lives Together?

Get Started Today



Website

www.colonaive.ai/pillars/rid-crc-csr

Explore partnership opportunities and
impact calculators



Corporate Partnerships

partnerships@colonaive.ai

Direct line to our CSR
partnership team



Quick Registration

www.colonaive.ai/register/corporate

30-second partnership interest form



Consultation Booking

[Schedule Your Call](#)

Personalized CSR consultation

Partnership Promise

"We commit to transforming your CSR investment into measurable life-saving impact, with full transparency and professional recognition of your corporate leadership in Singapore's fight against cancer."

