



Get more time by donating to CureSearch.

Your donation goes toward funding ground-breaking clinical trials to help give children fighting cancer more time.

#EverySecondCounts

Donate \$1 for more time

15s

Extend Time

60s



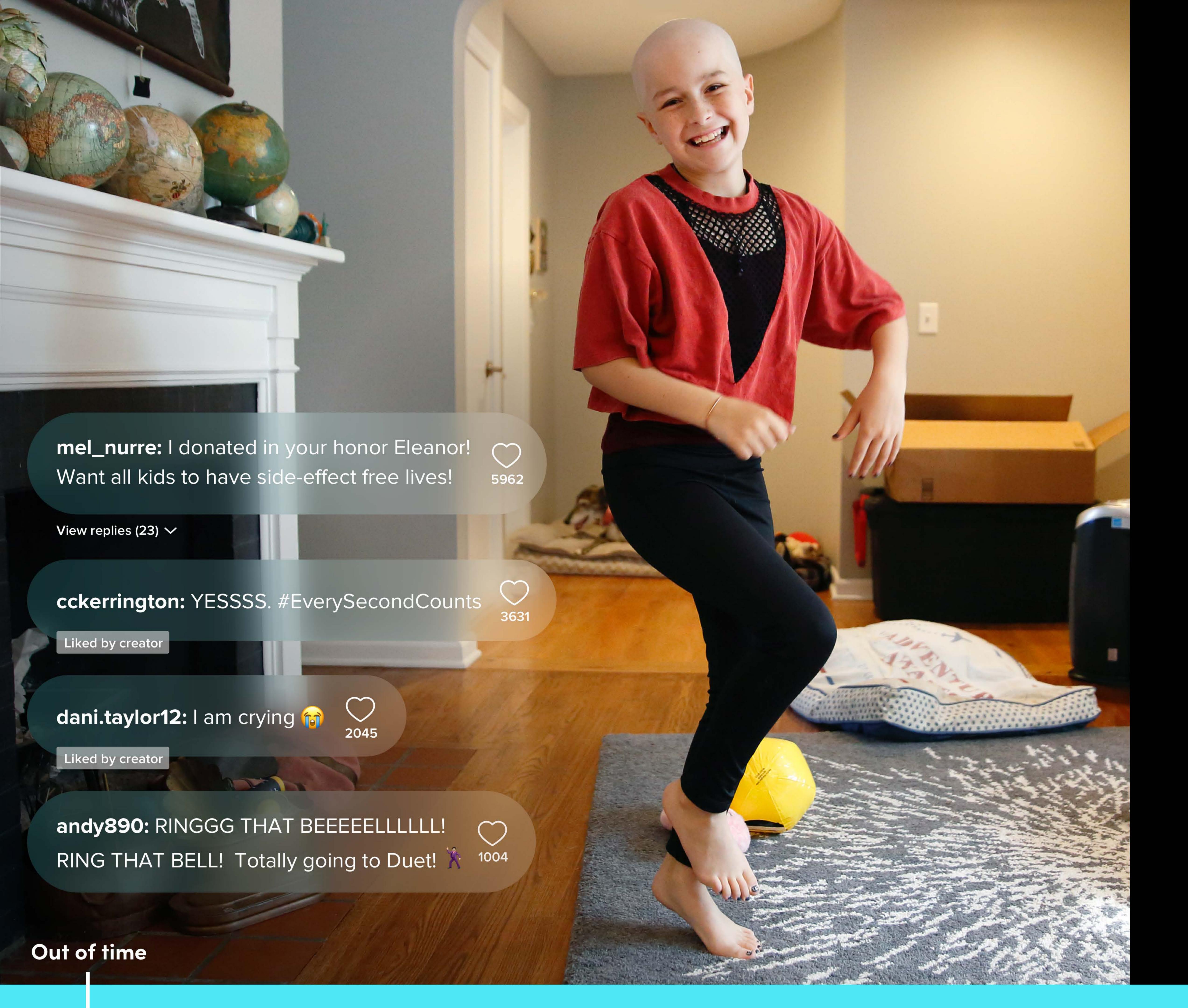


Buying more time.

Encouraging donations for more time in TikTok videos to fund the cancer treatments that could save children's lives.

The clock is ticking to find effective, non-toxic cancer treatments for kids. The campaign to Make Every Second Count begins with a corporate partnership with TikTok. It launches by disrupting the TikTok platform: A small donation unlocks new functionality to make TikTok videos longer, so CureSearch For Pediatric Cancer can get children into life-saving treatments sooner.

Out of time



Insight.

There's no time to waste. Two out of three children who survive their cancer diagnosis develop secondary cancers, or lifelong issues, due to current toxic treatments.

TikTok—one of the most downloaded apps in America and a corporation with 800 million global users creating videos and already making in-app purchases—is based on limited video time.¹

80% of active users in the U.S. are aged 16-34. Old enough to be the siblings, or young parents, of the children we're trying to save.²

What if an unexpected corporate partnership with TikTok, and an even more surprising change to its platform, could give everyone more of what they needed?

Solution

Introducing the #EverySecondCounts campaign — a corporate partnership between TikTok and CureSearch that changes the way the TikTok platform works to fund the cures to childhood cancer. For a small in-app donation, users can lengthen their video content time. We'll extend the maximum content length to two full minutes, more than doubling the usual upload, for a week after donation. Proceeds of the time extensions will go to CureSearch.

We'll also extend our campaign by expanding on existing behaviors in TikTok: a custom campaign hashtag so users can "duet" and encouraging a new "Ring the Bell" dance. The dance children do when they finally beat their cancer.

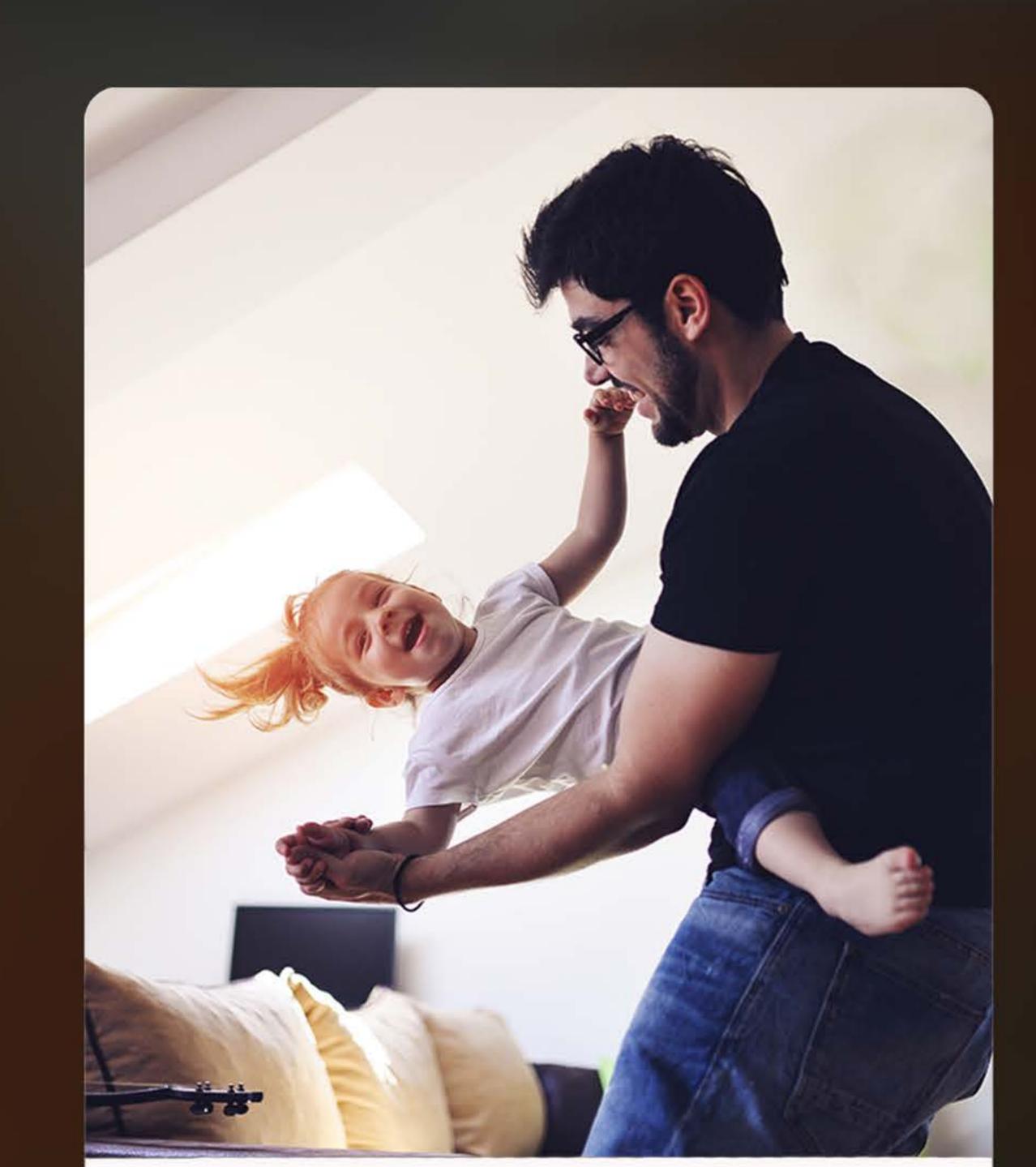
1 https://adage.com/article/tech/leaked-pitch-deck-reveals-how-tiktok-trying-woo-brands/2205906 2 https://wallaroomedia.com/blog/social-media/tiktok-statistics/#:^:text=

X

CURESEARCH FOR CHILDREN'S CANCER

Start your video

Want an additional 60 seconds?



CURESEARCH FOR CHILDREN'S CANCER

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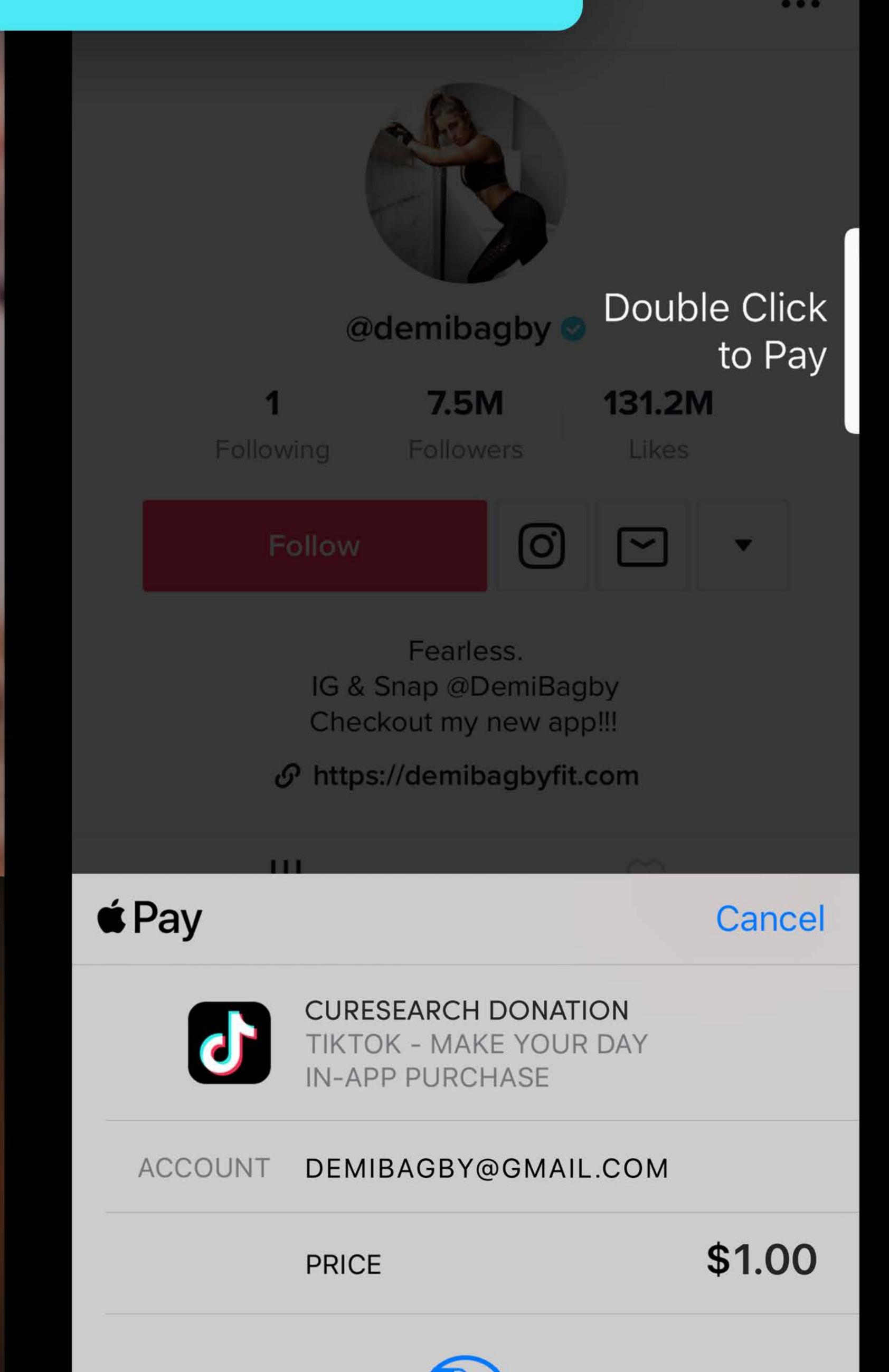
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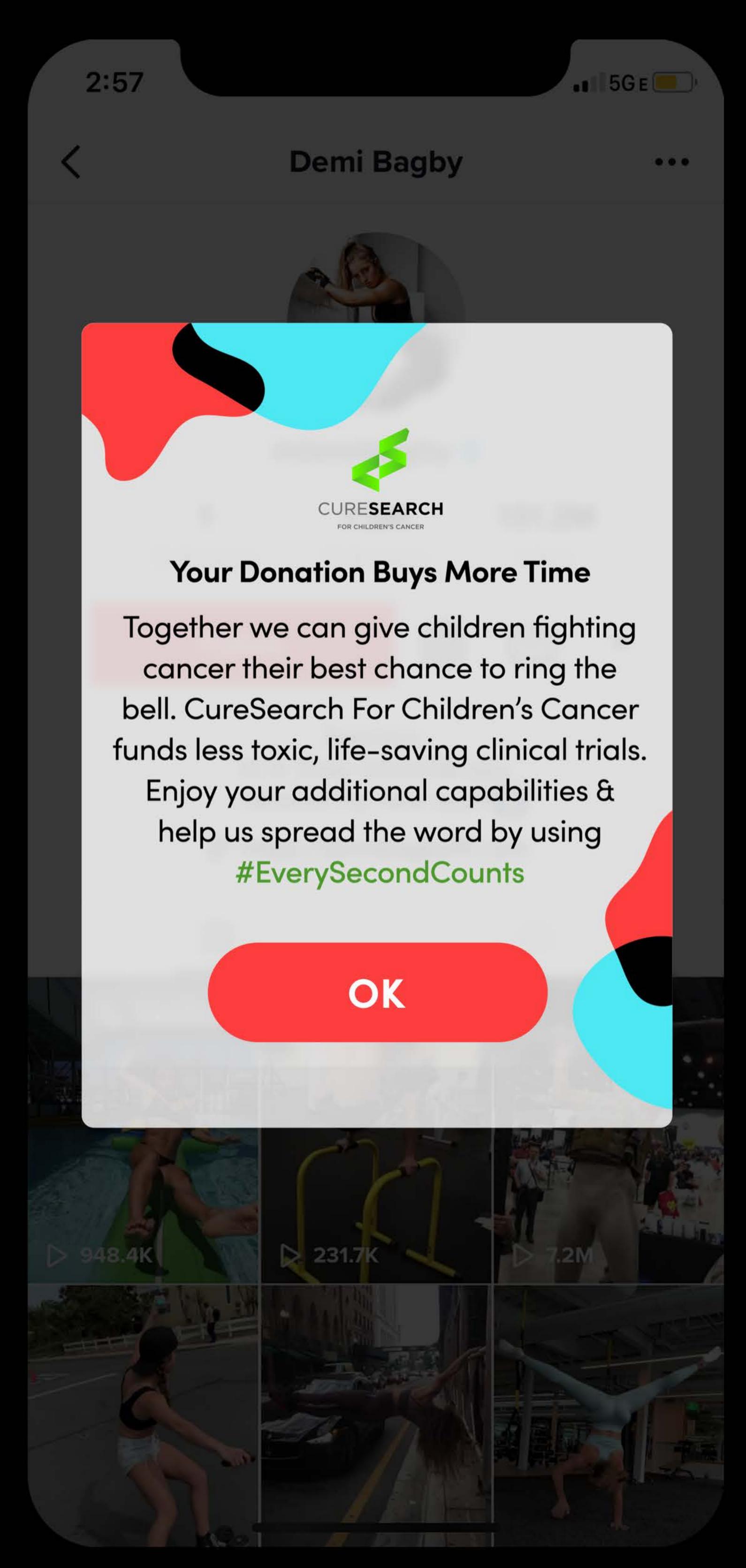
Extend Time

60s

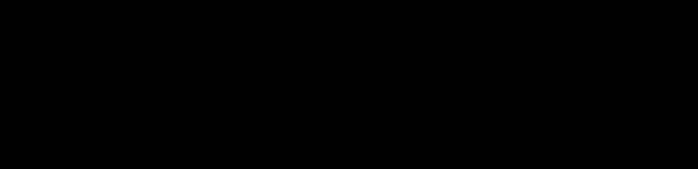
Leverage in-app donation capabilities

TikTok is forecast to exceed \$100 million in in-app purchases in 2020³





How it works.







Change TikTok to allow more time

Put our cause in front of millions of users before they upload videos, educating them on CureSearch's important work, and the never been done before functionality their donation will unlock.

2

Built-in donation possibilities

App users on TikTok are also customers making in-app purchases for daily activities. Because the app is already tied to a card in their wallet, donations are only a double click away.



Making a critical impact

Encourage the use of our campaign hashtag on these extended videos, creating additional awareness for CureSearch and putting our cause on the trending list for even more exposure.

One more thing...

Conservatively, if we estimate that only two percent of 10 million+daily creators in the U.S.¹ donate each day, we could raise more than \$74 million dollars for CureSearch within a year.

2

Confirm with Side Button

30s

1 https://adage.com/article/tech/leaked-pitch-deck-reveals-how-tiktok-trying-woo-brands/2205906 3 https://www.mobilemarketer.com/news/tiktoks-in-app-purchases-surge-sixfold-on-digital-coins-study-finds/556985/#:~:text=



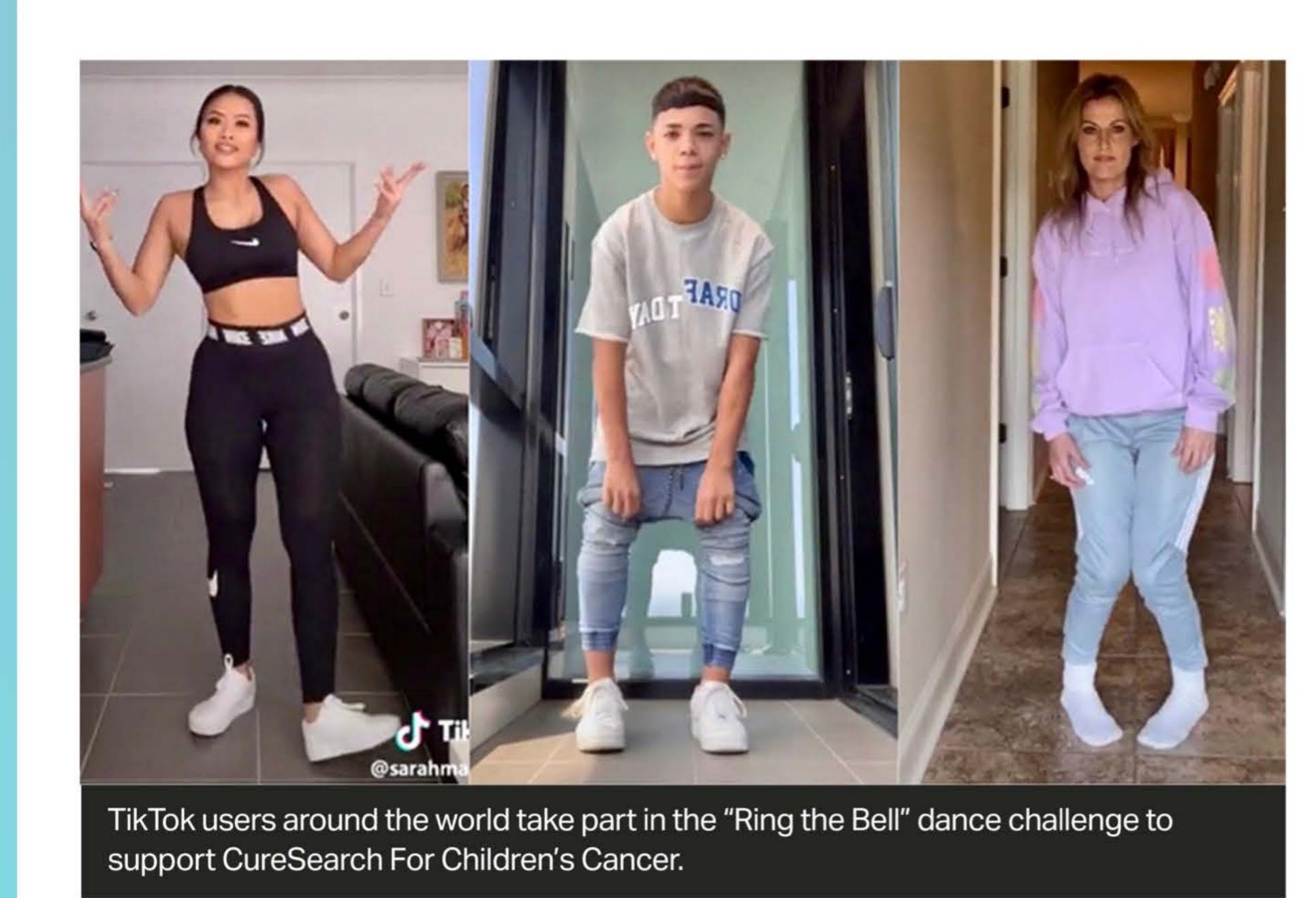


USATODAY

TikTok changes platform to fund the CureSearch for Pediatric Cancer

Corporations doing good — Tik Tok allows users longer videos to fund lifesaving cancer treatments for kids

Josh Freeman



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Jonathan Shieber

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Anthony Ha















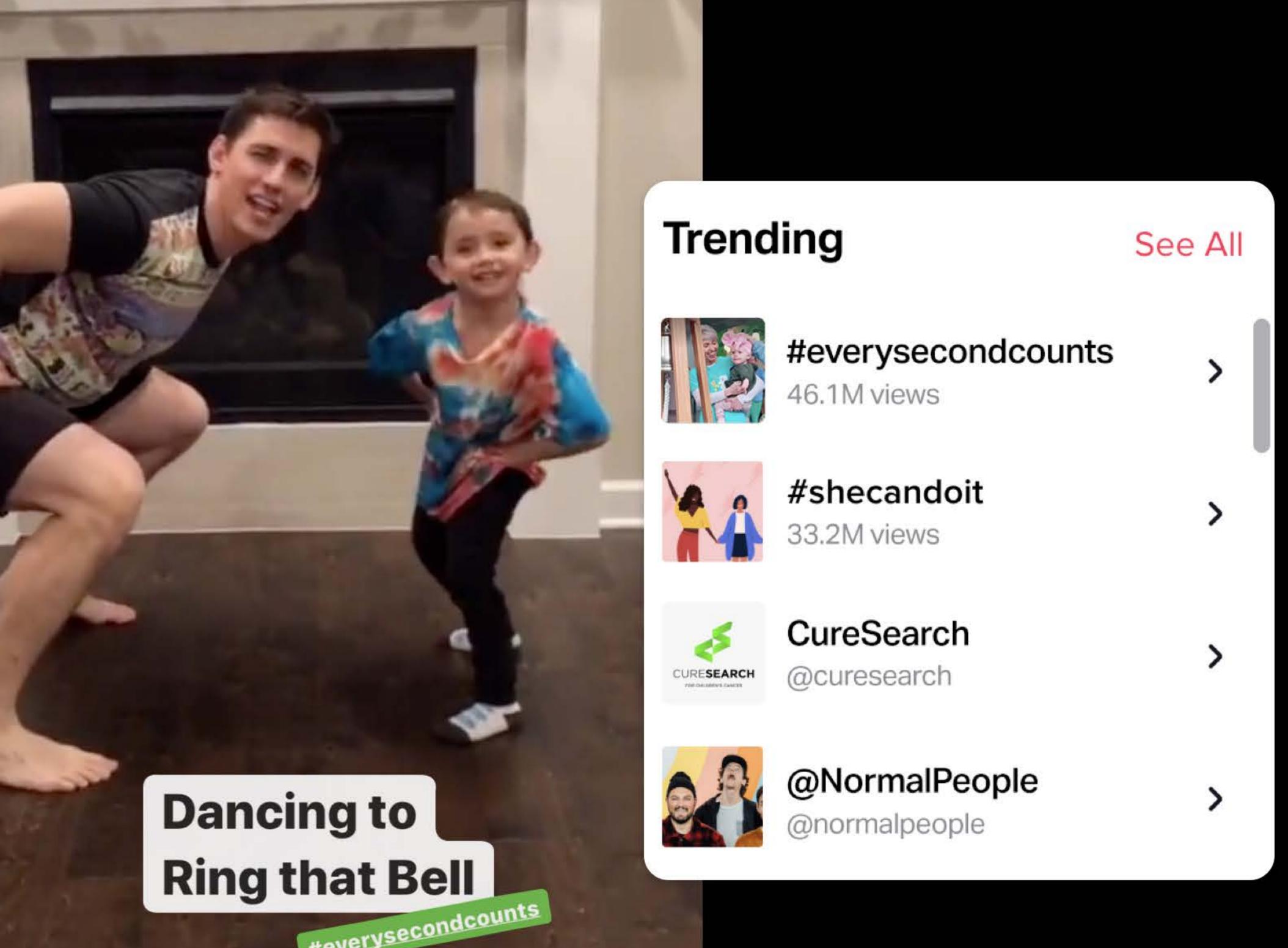
Michael Bublé

were amazing. Their community

youtu.be/d9v_U0w2IYM

#EverySecondCounts





An inherently social campaign's support.

We'll support the campaign with additional social tactics to help raise awareness, encouraging influencers touched by our cause to share about CureSearch's resources. The general public already upload many of their TikTok videos to Instagram; this existing behavior will spread our mission to end childhood cancer even further. The novelty of the partnership, and platform update, could also generate priceless earned media.