



# The Troublesome Truth about Breast Cancer

Currently there is no accurate screening test for breast cancer. The most common screening method – mammography – misses up to 20% of cancers. Up to 30% of mammograms lead to false positives.

The results are deeply disturbing. **Inaccurate mammograms** waste billions of dollars and lead to under treatment, and over treatment, and years of needless psychological trauma, chemo, radiation, and disfiguring surgery for millions of women.

It has gradually been recognized that even pathologists, at times, may be no more accurate than a coin toss. Reading an image is not straight forward and relies heavily on the experience of the radiologists and pathologists.

## The Harm of Over-Diagnosis

What many women don't realize is the **potential harm of over diagnosis**, not to be confused with false positive. It is when a mammogram detects non-invasive or benign cancer which is unlikely to cause a problem. **Currently, there is no way to tell**, and treatment can lead to surgery, chemo or radiation that is unnecessary.

**SignPost Cancer Dx Inc. has a Solution.**

Women Deserve Better -  
Survivors Deserve Better

**SIGNPOST**  
CANCER DX

## The Solution – BreastDefense

SignPost has developed an extremely accurate breast cancer screen. We call it **BreastDefense**. BreastDefense does not rely on images or the experience of the image reader. BreastDefense is a lab developed molecular test (LDT) that does not require FDA approval. The path to market is rapid.

**BreastDefense answers a very simple but fundamental question. Is this tumor an indolent lesion, or an aggressive breast cancer? “Yes or No”?**  
**This is a question that no other test can reliably answer.**

BreastDefense has achieved 99% accuracy in development. It has been able to identify all invasive breast cancers, at any stage from one through four, regardless of subtype. SignPost measured 1,000,000,000,000,000,000 (one sextillion) epigenomic biomarkers to achieve this incredible accuracy.

BreastDefense expects to achieve the same degree of accuracy in monitoring remission for breast cancer survivors.

## The Team

[www.induranventures.com](http://www.induranventures.com)

SignPost was founded and is managed by Induran Ventures.

Induran is a Venture Philanthropy General Partnership. We strive to achieve both outsized returns and massive social impact through our projects.

## Corporate contact

### Peter Blaney

Chief Executive Officer, SignPost Cancer Dx Inc.  
peterblaney@induranventures.com  
1.613.532.1290

## Development Path

SignPost is raising funds to complete clinical validation of the tissue biopsy and build a liquid (from blood) biopsy screen for breast cancer.

The validation work is being conducted in commercial diagnostic labs, Dynacare and LabCorp.

The timeline to complete commercialization of the tissue biopsy is 6 months. The timeline to complete the liquid biopsy is 24 months.

## SignPost Delivers

### For Patients & Doctors

- Binary answer – **Is this invasive cancer? “Yes” or “No”**
- Verification tool for doctors, eliminates misdiagnosis
- Potential for fast uptake by doctors and women

### For Investors

- Low technology risk, **short timeline to revenue**
- Defined exit
- Software-type business model
- Experienced management

[www.signpostcancerdx.com](http://www.signpostcancerdx.com)

## Investor/Media contact

### Jennifer Zimmons

President, Zimmons International Inc.  
jzimmons@zimmonsic.com  
1.917.214.3514

