

Investing in Longer, Healthier Lives.

THE BACKGROUND

Long-standing MCF donors, Guy and Suzanne support a wide range of issues, from education to climate. Philanthropy plays an important role in their lives, and they're always seeking new opportunities to put their dollars to work. They were early adopters of MCF's Venture Impact Program (VIP) and love the concept of using philanthropic capital for impact investing.

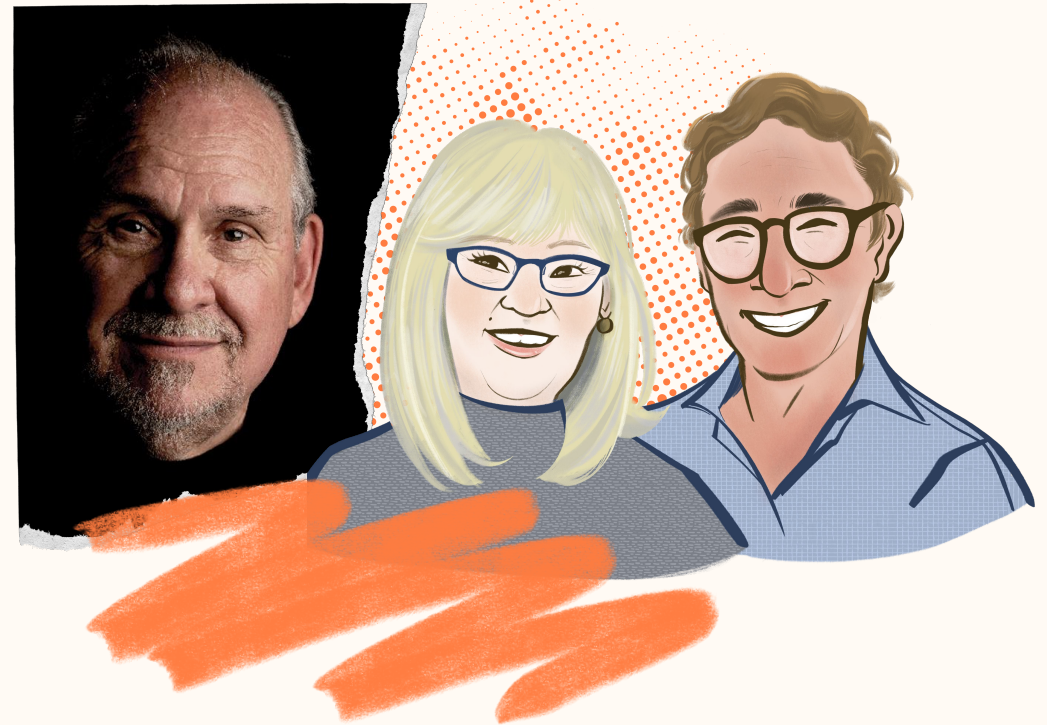
THE STORY

So when they discovered that their friend, renowned epidemiologist, professor, technologist and author, Dr. Larry Brilliant, was launching a new venture that could be supported through philanthropy, their interest was piqued. Reading more about it, their interest grew. Dr. Brilliant's mission is to leverage world class health research and practice, together with innovative AI technology, to enable all people to live longer, healthier lives. Evity Technology is the organization he is building to achieve this.

Evity aims to create the safest and smartest hybrid human + AI platform. It will establish truly individualized healthcare by using AI to identify and track personalized health data so that precise interventions can be recommended to every person. It will even enable personalized, localized modeling of the impact of climate change on individual health span and longevity.

Guy and Suzanne were also encouraged by Evity's keen eye on its climate impact. Unlike other AI projects, which consume massive amounts of computing power, Evity is curating the content on which its AI is trained, dramatically reducing the amount of energy needed.

It's clear that no stone is being left unturned to set this venture up for success, and with Dr. Brilliant at the helm, Evity is quickly attracting a seasoned team, developing critical partnerships and lodging patents. With so many boxes checked, Guy and Suzanne turned to VIP.



THE OUTCOME

Guy and Suzanne love the idea that a figure as trusted and knowledgeable as Dr. Brilliant is leveraging AI technology to improve the human condition. And they understand the importance of early support in a start-up like this, so they have already committed funding through VIP. They're also hoping as early investors, they may be able to be beta testers of the product and have their own personal Evitars!