

Birthplace: **South Africa**
 Where do you live now: **Does an airplane count? Vancouver**
 Highest level of education: **BA in political science, UBC**
 Car or chosen mode of transport: **Whatever gets me there fastest. Big fan of Uber**
 Currently reading: **Rereading an old favourite – The Power of One by Bryce Courtenay**
 Last CD bought or music downloaded: **Songza [app] a lot lately, it's fantastic! Finds music for my mood or task**
 Favourite app: **Path (like Facebook but for people you actually talk to) or Uber (transportation app)**
 Favourite local restaurant: **Aphrodite's**
 Profession you would most like to try: **I'd love to work in the intersection of health and technology. After that, chef or pastry chef**
 What you think stops people from succeeding in business: **Most of the same things that help people succeed, just too little or too much of them. Attention to detail, ego, drive, fear, focus, etc.**
 Toughest business decision: **Saying no. This was one of the hardest things to learn and do but is so valuable. By saying yes to everything you risk diluting your core message and mission**
 Advice you would give the younger you: **Make time for yourself. When we started I was so excited and wrapped up in what I was doing that I was cancelling workouts to get an extra hour of work in, grabbing quick meals to save time and thought sleep was for the weak. I now know this is total rubbish and I have to be at my best to build and run this company**
 What's left to do: **I think the intersection of health care and technology is very interesting (as evidenced by what I do with FCancer), I think this partnership will revolutionize the way we see, consume and understand health care in my lifetime**

Yael Cohen

President, founder and CEO, **FCancer**
 Age: 26

Yael Cohen has built an organization out of the emotion she felt when her mother was battling breast cancer.

"I made my mom a shirt that said 'Fuck Cancer' after her first surgery in 2009, and to be honest, I thought she'd never wear it out of the house," she said.

But Cohen's mom wore the shirt everywhere, and far from offending, the sassy message resonated with the public.

"She literally couldn't walk more than a few minutes without people stopping here to high-five her or hug her or share their stories."

Through **FCancer's** website, social media, celebrity endorsements and speaking engagements, Cohen is working to spread the message that 90% of cancers can be cured if caught early enough. Unlike other cancer organizations, which focus on raising money for research, Cohen has chosen to focus on educating about early detection.

"It's actionable," she said. "I wanted to do something where I could make a difference."

The message is designed to appeal to Cohen's generation, who she said are too often left out of the conversation.

Since starting **FCancer**, Cohen has been invited to



speak at the **United Nations Nexus Conference**, **TEDx Vancouver**, the **White House Next Generation Leadership Conference**, and the **Clinton Global Initiative**.

Cohen is especially proud of a recent redesign of **FCancer's** website, which includes a section simply called "cancer" with information about symptoms, diagnosis, treatment and post-treatment.

"It's where we teach you the things that we just don't talk about as a society," she said. "How to talk about cancer." ■

PHOTO | DOMINIC SCHAEFER

I wanted to do something where I could make a difference

WE KEEP BUSINESS MOVING, IN THE DARK

Fast, Frequent and Reliable.

FROM \$149

helijet.com | 1.800.665.4354

Downtown Victoria | Downtown Vancouver | Richmond/YVR



Helijet

FLY CARBON NEUTRAL

BUSINESS VANCOUVER 2012 Forty under 40

WHEN

January 29, 2013

Reception: 6:15pm - 7:00pm,

Dinner: 7:00pm - 9:00pm

Visit biv.com/events/biv/40under40 to register

See page 47 for details.

BUSINESS VANCOUVER
 ▶ biv.com