



# Bounce Back

Pitch Deck

# The problem

Too many people survive cancer but lose their lives anyway

Number of people  
in long-term medical  
incapacity in Belgium

**526,000**

Percentage of women among  
people in long-term medical in-  
capacity

**60%**

Over 315,000 women

✦  
Cancer is one of the main reasons people disappear from  
work and from social life for years.

# The hidden reality

What people are actually dealing with



After cancer or long term illness, people face:

- Fatigue, brain fog and invisible pain
- Fear of being seen as fragile or unreliable
- Pressure to return “like before”
- Little understanding of their rights and options

Without guidance, they either push themselves too hard or withdraw completely.

Both paths lead to failed reintegration, lost jobs and deeper insecurity.

# Why this matters

Long term illness is now a multi-billion problem

Average cost **per day** for one employee, including salary, replacement, and lost productivity.

**€1,190**

Annual absenteeism cost for a company with 50 employees.

**€336,933**

Yearly absenteeism cost for Belgian employers **per year**.

**€12.5 billion**



This is not just a health issue.  
It is a structural economic problem.

# The system is under pressure

People are forced to return, but left alone



From 2026, Belgian employers with 20 or more employees must start a formal reintegration trajectory after 6 months of incapacity, with **possible sanctions** if they do not.

Companies with 50 or more employees must also pay **30 percent of the disability allowance** for the first two months after the guaranteed salary period.

At the same time, after just three months of absence, a worker's chance of returning to their job already drops to **about 50 percent**.



The law now demands reintegration.  
But the tools to make it work are missing.

# This hits women the hardest

The system fails women first

Women represent **60 percent** of all people in long term illness in Belgium.

They also make up **64 to 85 percent** of informal caregivers, often while managing their own recovery.

After cancer, women face longer recovery, higher job loss and greater financial insecurity, because the system was never designed around their reality.



# Enter Bounce Back

Bounce Back exists to close this gap

Bounce Back is a Belgian initiative created by women who lived through cancer and long term illness themselves.

It supports everyone affected by long term illness, patients, caregivers and those trying to find their way back to work and life after serious disease.

And today, we are scaling that support through one digital platform.



# The Bounce Back App

One trusted companion for the whole journey

The Bounce Back app connects:



Treatment  
and recovery  
tracking



Mental  
and physical  
wellbeing



Career coaching  
and return to work  
guidance



Access to services,  
rights and support

It turns a fragmented system into one clear, human pathway.

# Why Bounce Back can win

We already have the community

Bounce Back is built on Baob Brussels, which has already:

- Supported **200+ patients**
- Organised **200+ workshops and activities**
- Hosted two Bounce Back festivals **+1000 people reached**
- Built partnerships across health, culture and social sectors
- Give employer a clear Toolbox with their RSE engagement for the well-being of their collaborateurs & employees

The app gives this real world ecosystem scale.

# The scale of the need

This problem affects hundreds of thousands

Number of new cancer diagnoses per year in Belgium

**77,000**

Number of people affected by recovery and reintegration over five years

**400,000**

✦  
Bounce Back can offer much needed infrastructure for this national challenge.

# A sustainable model

Free for people, funded by the system



The Bounce Back app is free for people affected by long term illness. It is funded by the organisations that are now legally and financially responsible for reintegration:

- Employers facing new reintegration obligations and penalties

- Insurers and mutualities financing disability benefits

- Public institutions responsible for return to work policy

- Philanthropic and health partners



Everyone benefits when people return to work sooner and stronger.

# Our question to you

Help us build the missing infrastructure



We are raising funding to:

- Build and launch the Bounce Back app
- Integrate insurance, employers and institutions as partners
- Reach thousands of people who are currently left alone



We cannot afford not to fix this.  
Bounce Back App is how we do it.

# Thanks!



Support our projects and invest in a more inclusive and caring future.

Help create lasting opportunities for those who need them most.



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