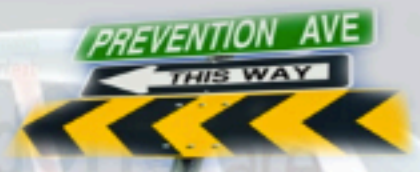


PERSONAL GENOMICS

Revolutionize the Healthcare Industry



Treatment of Diseases --> **PREVENTION** of Diseases

Preventive Health Care



"An Ounce of Prevention is Worth a Pound of Cure"

SAVE LIVES

SAVE MONEY

What does it tell you?

1. Traits
2. Disease Risks
3. Carrier Status
4. Drug Response
5. Ancestral Information



Healthcare Costs



Crossing Strategy:

1. Market as "Aptitude" Test

Overcome Myths



Build Trust



Dispel Information



4. Market to Government and Companies

2. REBRAND

Novelty Item



Science Product

3. Market to Physicians

