



ELLEN MATLOFF | President & CEO

A silhouette of a man and a woman standing on a hill, holding hands, against a dramatic sky with large, golden clouds at sunset or sunrise. The ground is dark and the sky transitions from blue to yellow and orange.

*My Gene Counsel has created scalable
digital genetic counseling technology
that will save lives.*

The Problem

- Genetics is a rapidly changing field, involving thousands of genes.
- Clinicians have 12 minutes/patient – no time for genetic counseling.
- There are only 4,000 genetic counselors
- Current laboratory test results long, technical, **stagnant**.
- High rate of misinterpretation amongst clinicians and patients.
- Errors lead to unnecessary preventative surgery, wrong treatments.

LAWSUIT: Woman had unnecessary mastectomy, hysterectomy based on mistaken diagnosis

Elisha Cooke-Moore, 36, of Gold Beach, said she is devastated by a double mastectomy and a hysterectomy that she says were unnecessary, in a lawsuit filed Thursday, Oct. 19, 2017. (Submitted photo)



Illustrative growth scenarios for molecular diagnostic and genetic testing spending, 2010 – 2021

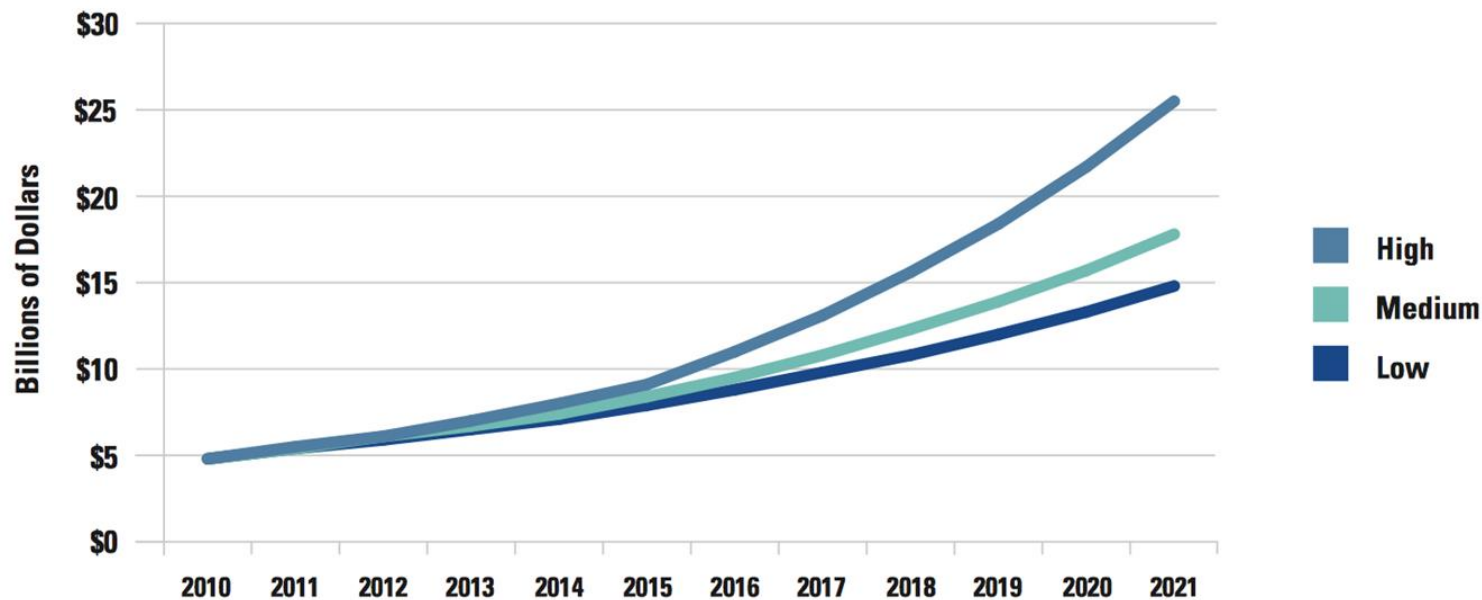


Figure 2.4; Source: UnitedHealth Center for Health Reform & Modernization, 2012

The Opportunity

- 60% of individuals will soon be candidates for genetic testing¹.
- Between 100 million and 2 billion human genomes sequenced by 2025².
- Researchers will need to return results to patients and families.
- 4,000 genetic counselors in the United States.
- No mechanism to update results, gather additional outcome data, invite subgroups to further studies.

The Solution: The mGC Portal



- Partners pair with mGC



- mGC provides digital genetic counseling information



- Data streams are:
 - Linked to individual gene mutations
 - Written by clinical genetics experts, vetted by patient advocates
 - Translated into two streams: one for the provider, one for the patient
 - Updated with new studies



- As new data unfold, clinicians and patients are alerted via email or text
- Patients receive private invitations to research studies while protecting PHI

Market Size

330 M



330,000,000
people in the
US

200 M



60% eligible for
genetic testing

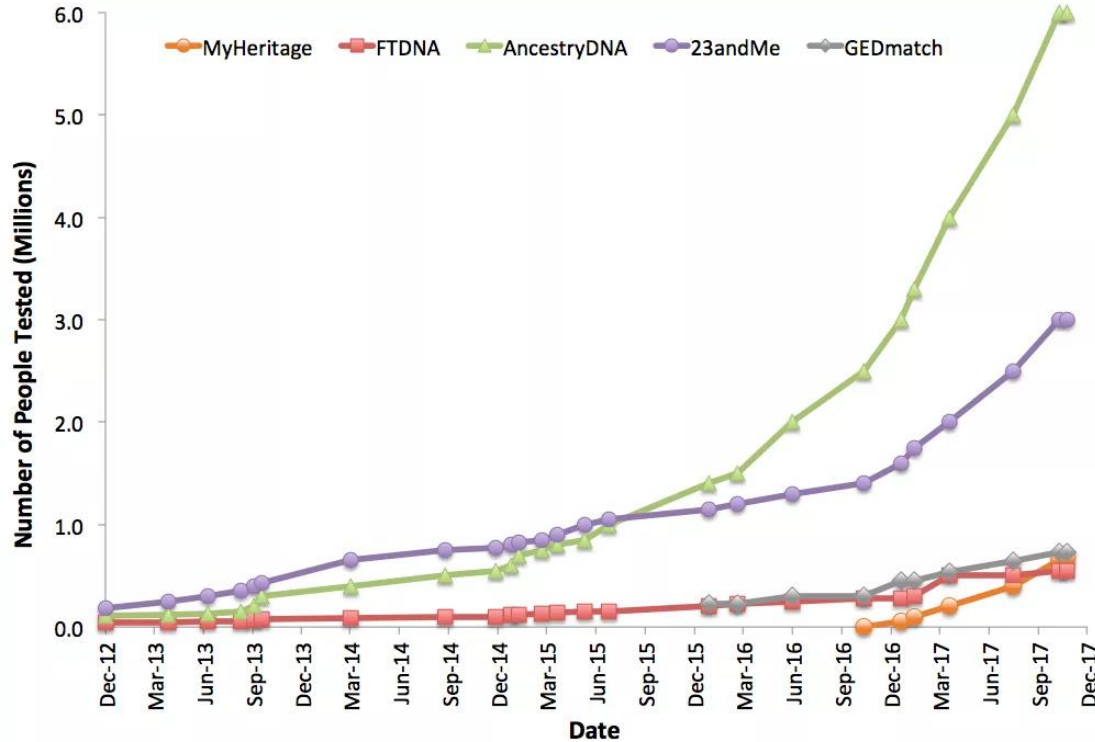
80 M



Uptake of
genetic testing
40-80%



DTC Genomics Growth:



© 2016-2017 by Leah Larkin, www.theDNAgeek.com; Source: ISOGG wiki "Autosomal DNA testing comparison chart" edit history



OPRAH'S FAVORITE THINGS LIST 2017



Revenue Model



1. Direct to Consumer Market



2. Foundations

3. Genetic Testing Laboratories



4. Genomic Population Studies

5. Pharmaceutical Companies

6. Referral Services



7. Database & Invitation Services

Competition

FEATURE	mGC Direct	MyGene2	My46	ThinkGenetic	Clear Genetics
LINKED TO SPECIFIC RESULTS	YES	YES	YES	NO	NO
PUBLIC USE/REGISTRATION	YES	YES	NO	YES	YES
CUSTOMER CONTENT	YES	NO	YES	NO	YES
UPDATES	YES	NO	NO	NO	NO
MULTIPLE DEVICE PLATFORMS	YES	NO	NO	NO	YES
CLINICAL TRIALS MATCH	YES	NO	NO	NO	NO