



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

Overview

My Gene Counsel has created scalable, digital technology that pairs specific genetic test results with accurate, continuously updating information for clinicians and consumers. This Digital Genetic Counseling makes hard-to-find, critical information available through six distinct revenue channels, including both business-to-business (B2B) and business-to-consumer (B2C) pathways.

The Problem

The genetic counseling workforce was understaffed by almost 50% in 2017 and cannot meet the demand of the rapidly growing field of genomic medicine. The majority of consumers are now having these complex tests without the guidance of a genetics professional. Healthcare providers with little to no knowledge of genetics are left to order and interpret these complex tests, which has resulted in significant medical errors (e.g., erroneous removal of breasts, ovaries; advanced cancer diagnoses; pregnancy termination). The rate of misinterpretation will grow as genetic testing becomes more widely available and complex. In addition, genetic test reports are *stagnant*. This means that new, clinically-relevant findings are often never reported back to clinicians or patients. These challenges threaten the great potential of genomics and personalized medicine.

Consumer genomics is expanding rapidly, as shown by the success of companies such as Ancestry.com and 23andMe, now boasting >7M customers. However, few consumers have the tools to understand and use their DNA results correctly and are searching for online solutions.

The Solution

My Gene Counsel has an effective, affordable, first-line digital solution that scales to match the genomics tsunami. Our Digital Genetic Counseling solution is available to clinicians and consumers through B2B and B2C pathways, and:

- Links individual test results to cutting-edge, genetic expert content;
- Provides actionable genomic insights that will allow busy clinicians to fully utilize genomic test results in clinical care;
- Decreases errors in misinterpretation and patient management;
- Enables consumers to effectively utilize their genomic information;
- Sends notifications when content updates;
- Delivers Digital Genetic Counseling, when and how it's needed most.

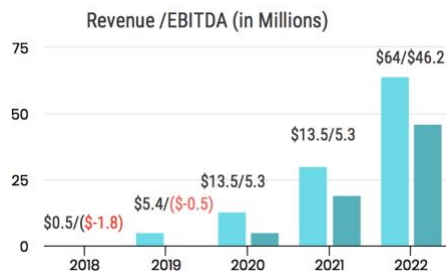
Market

The traditional medical genetic testing market is estimated at 80 million consumers, through both B2B and B2C channels, with an estimated market value of \$10.3 Billion dollars by 2024.

The Department of Health and Human Services suggests that more than 60% of the population will soon be candidates for medical genetic testing and that genetics will touch virtually every area of medicine. The Direct-to-Consumer (DTC) marketplace is flourishing. Based on the reported results from Ancestry.com and 23andMe there are more than 7 million consumers who have pursued mail-in genetic testing in 2017. DTC sales are forecasted to have a compound annual growth rate (CAGR) of 25.1% from 2016 to 2022.

Financial Projections

Management has developed a detailed 5-year financial model and pitch deck. We anticipate closing a Series A equity raise late in the first quarter of 2018. Due to our first-to-market launch and the low fixed cost structure, sales and EBITDA are projected to be \$64M and \$46M, respectively within 5 years.



Investment Opportunity

Management is raising \$3.5 Million in Series A capital to support the launch and sales growth of the My Gene Counsel software platform. This capital will be sufficient to expand our sales and marketing teams, genomics content experts, and support our developing technology to achieve the levels of sales and EBITDA conveyed above. Upon request, My Gene Counsel will provide additional details of this exclusive opportunity.

Management

My Gene Counsel was founded by [Ellen Matloff, MS, CGC](#). Matloff is the Founder and former Director of the Cancer Genetic Counseling Program at Yale School of Medicine. She was a plaintiff in the landmark gene patent case decided in her favor by the U.S. Supreme Court in 2013 and was chosen as the launch speaker of the 1st Genetic Counseling Awareness Day for the National Society of Genetic Counselors in 2017. She is joined by [Danielle Bonadies, MS, CGC](#), who serves as the Director of the Genetics Division at My Gene Counsel. Bonadies was previously the Assistant Director of the Cancer Genetic Counseling Program at Yale and is a well-known author and speaker in Genetics. They are joined by Shyam Deval, who serves at the Chief Technology Officer and has extensive experience in healthcare technology. Advisors include Vincent DeVita, former Director of the National Cancer Institute, and a team of former CEOs and CFOs.

Future Directions

My Gene Counsel has targeted multiple markets to rapidly introduce our platform and take advantage of “First to Market” opportunities, including:

1. Consumer Participation – The DTC consumer market will be converted to a subscription based model and rapidly grow as consumer genomics realizes increased adoption. Consumers impacted by genetic conditions are uniquely motivated to learn, participate and advance treatment options for their condition. My Gene Counsel will pair participants directly with clinical trials.
2. Genomic Studies – Large-scale genetic testing initiatives are underway in several countries and have begun to consider ways to return actionable results to study participants. My Gene Counsel has created a secure, scalable, unbiased solution through which study partners can receive their genomic data digitally.
3. Pharmaceutical Industry - Large pharma companies conduct broad genetic testing on all clinical trial participants to enable identification of new drug targets. These companies are actively seeking solutions for return of genetic test results, based on international recommendations for return of genetic test results.

For questions and further discussion please contact Ellen Matloff:
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