



EDNA

EDNA, Inc.

30 North Gould Street Suite 4861
Sheridan, WY 82801

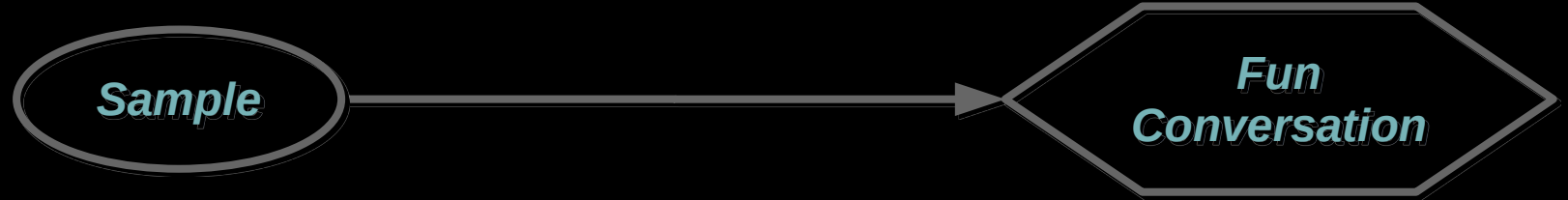
www.edna.life

support@edna.life

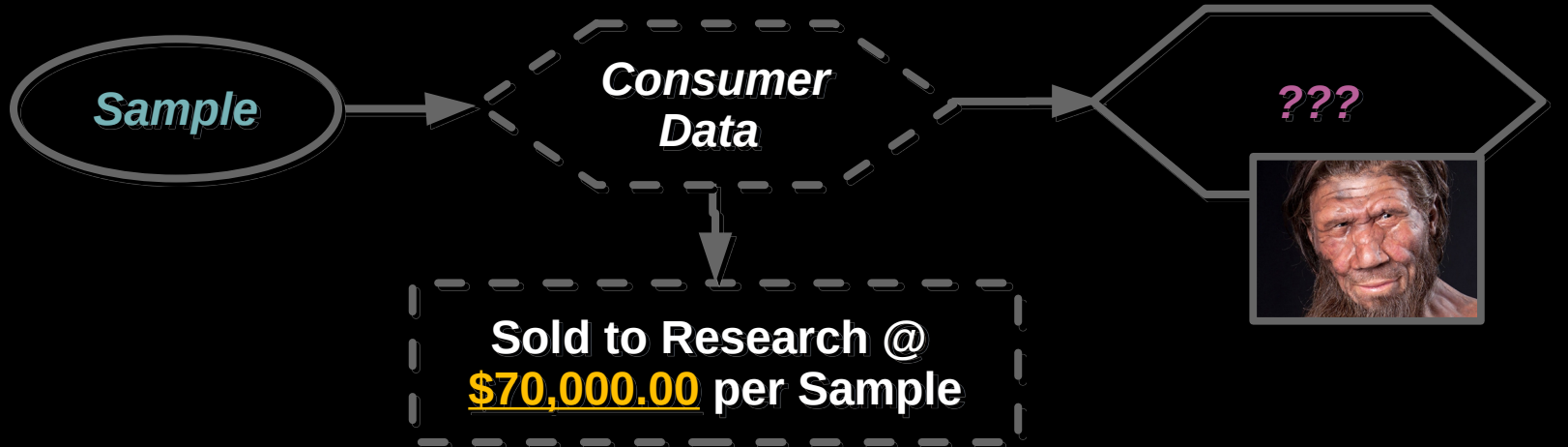
(715) 612-2511

The Problem

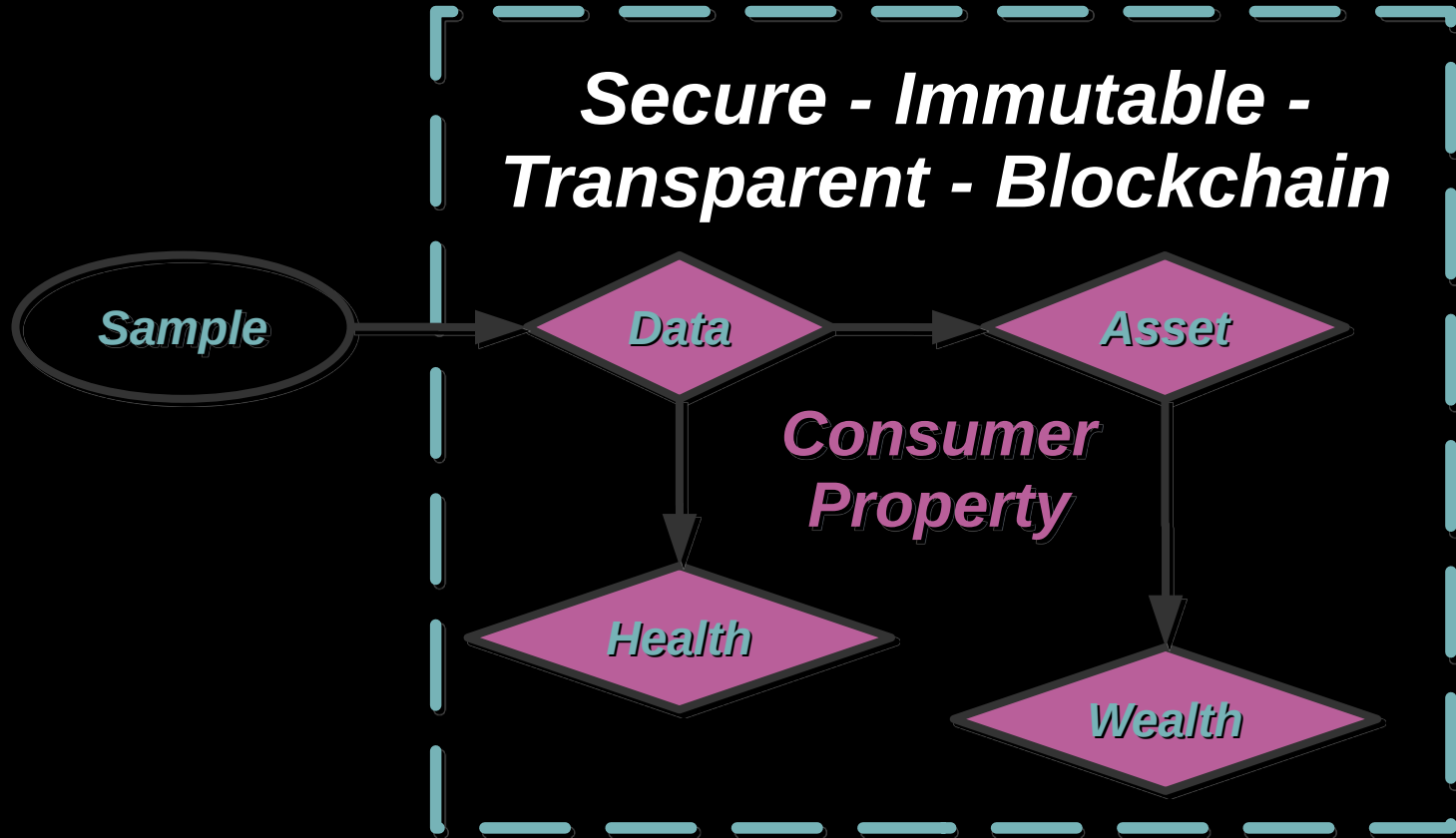
Consumer Perception of a “DNA Test”



Reality = “Backroom Deals”



The EDNA Solution



Our Technology

BioTech

- ✓ *Oxford Nanopore & PackBio Instruments*
- ✓ *Liquid Handling Robotics*
- ✓ *Highest Quality Data Known (Telemere2Telemere + NIH)*
- ✓ *Massive Scalability (Nanopore)*
- ✓ *Increasing Scalability (PackBio)*

Blockchain Tech

- ✓ *EOS Fork*
- ✓ *Sub-3-Second Transaction Times*
- ✓ *Proof of Stake Model (near zero cost to operate – No “Gas” Fees)*
- ✓ *KYC/AML Built-In (micro-lending for EDNA Phase 3)*
- ✓ *Encryption Tools, Transparent Finance, Escrow Services & Smart Contracts*





Our Business Model

We have a 40% markup for

- ✓ *Whole Genome Sequencing*

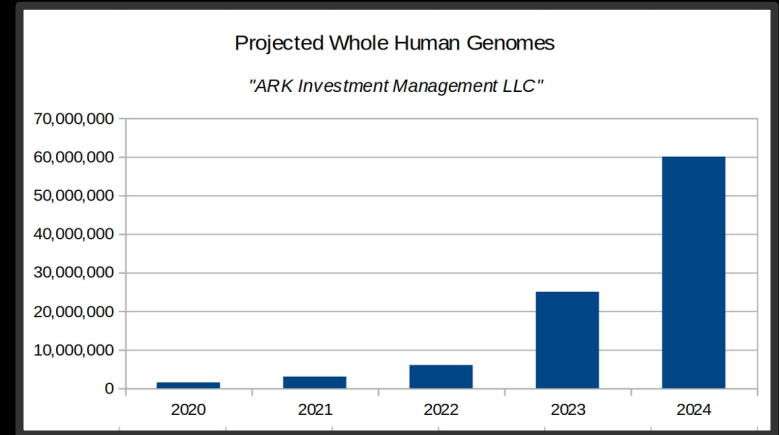
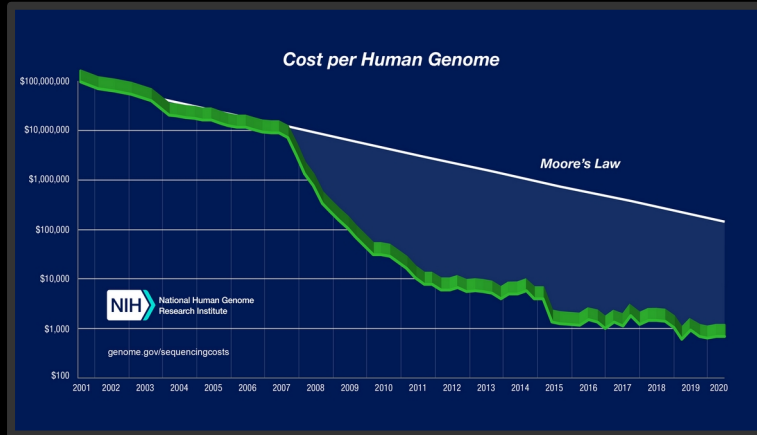
We charge a 10% fee on transactions

- ✓ *Genetic Counseling*
- ✓ *DNA Data Deals*
- ✓ *P2P Micro-Loans*
- ✓ *Personalized Medications*

We have a 100% return on

- ✓ *Internally Financed Sequencing*

Our Market Opportunity

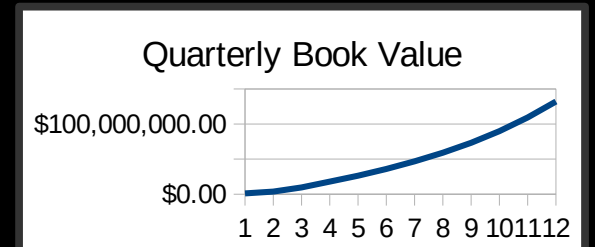


Total Available Market

- ✓ Whole Genome Sequencing for Personalized Medicine
- ✓ ~7.6 Billion Units (On Newest - 3rd / 4th Gen Tech)

Serviceable Available Market

- ✓ 145,000 Units On-Chain (Q12)
- ✓ 0.2% of ARK Projection (2024)



Our Competition



23andMe hack now estimated to affect over half of customers

The stolen data affects 6.9 million users.



Malak Saleh
Reporter

Tue, Dec 5, 2023 · 2 min read



5

All of The Above Competitors Use Conventional (Hackable) Databases & Store Customer Personal Data

✓ **NOT EDNA**



Our Value Proposition

Differentiated Features

- ✓ Consumer: Property, Privacy, Security, Health Information & Micro-Loans
- ✓ Researcher: Highest Quality Data, Wide Ranging Selectivity
- ✓ Advocacy Group: Participation, Funding
- ✓ Investor: Micro-Lending Profits
- ✓ Genetic Counselor: Customer Pool
- ✓ Personalized Med Producer: Customer Pool

Intellectual Property

- ✓ Multiple Blockchain Smart-Contracts
 - ✓ Artificially Intelligent Genetic Data Management
 - ✓ “Compression” Software (2GB stored in 5MB)
 - ✓ Identity Protection Software (Forensically Tested & Confirmed)
 - ✓ Data Tracking (Security) Software
- Protected by Copyrights & Trade Secrets

Our Go-to-Market Strategy

"Leverage Patient Advocacy Groups"

The American Heart Association

Access to Tens of Million of Patients (Motivated EDNA Consumer)

\$4.5B Spent on Research

ALS.ORG

\$110M Active Research Grants

Tens of Thousands of Like Groups Exist



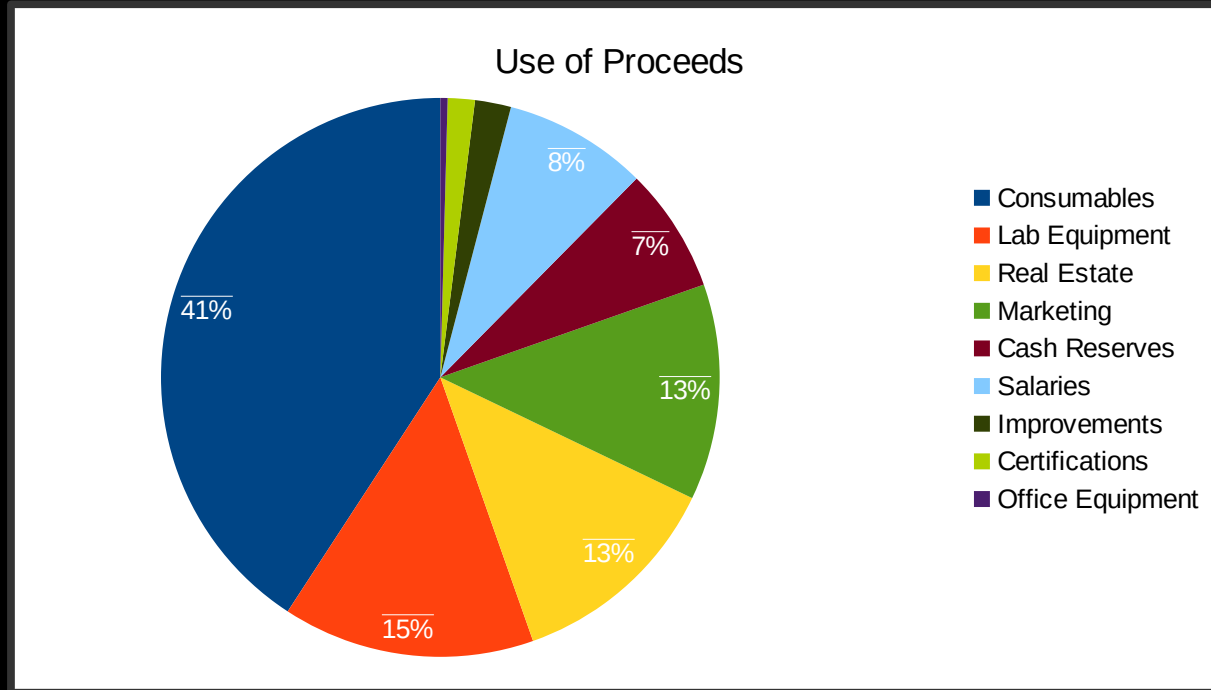
Our Traction

Traction

- ✓ *Basement Lab*
- ✓ *ONT Sequencing*
- ✓ *Verified Data Quality*
- ✓ *Smart Contract (v1) Live*
- ✓ *Token Re-Modeled*
- ✓ *Token Airdrop to EOS*
- ✓ *9,700 Consumers Aware*
- ✓ *3,380 Consumer Responses*
- ✓ *1,000+ Telegram Followers*
- ✓ *Business Plan Complete*
- ✓ *Private Placement Memo (PPM) Complete*
- ✓ *EDNA Board Retained*
- ✓ *500 Researcher Interviews*
- ✓ *Cross-Platform Tokenization on (Worbli, EOS, Telos & UX)*
- ✓ *S.A.F.E.'s Executed*
- ✓ *MIT Panel Challenged & Approved*
- ✓ *Media Outreach Begins*
- ✓ *50+ Aurora Sequences Sold*
- ✓ *MVP In Progress*



Our Projected Use of Proceeds



Our Roadmap Products



Phase 1

- ✓ *Aurora DNA Sequencing*
- ✓ *Avalon DNA Sequencing*
- ✓ *EDNA Mobile APP*
- ✓ *Genetic Counseling*



Phase 2

- ✓ *Patient Advocates*
- ✓ *Researcher Offers*
- ✓ *Consumer Payouts*
- ✓ *Market Value Established!*



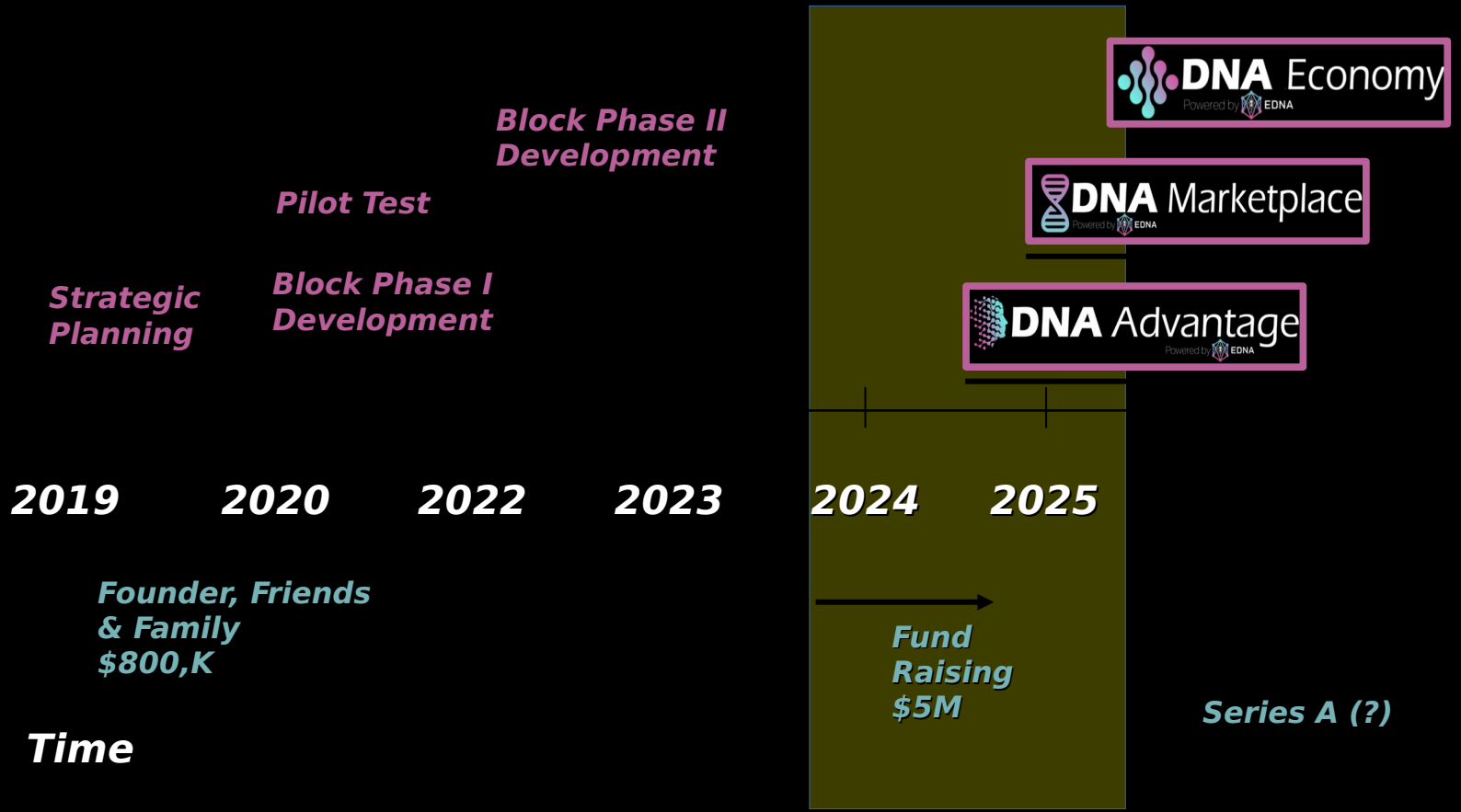
Phase 3

- ✓ *DNA Investor Offers*
- ✓ *Impoverished Consumer Opt-Ins*
- ✓ *Smart-Contract Fund Distribution*

Our Roadmap

Project Milestone

Financial Milestone



Time

Our Financial Projections

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12
Cumulative Genomes On-Chain	0	3,530	8,973	16,142	24,258	33,589	44,494	57,448	73,080	92,230	116,011	145,905
Total Income	\$0	\$4.0M	\$4.6M	\$6.0M	\$5.9M	\$5.9M	\$6.9M	\$6.3M	\$6.6M	\$7.1M	\$7.7M	\$8.6M
Total Expenses	\$116K	\$3.0M	\$2.0M	\$3.4M	\$3.3M	\$3.1M	\$4.3M	\$4.0M	\$3.8M	\$5.9M	\$6.5M	\$6.1M
Net Profit (Loss)	\$122K	\$704K	\$2.1M	\$2.0M	\$2.1M	\$2.2M	\$1.4M	\$1.7M	\$2.2M	\$1.0M	\$990K	\$1.9M
End Cash	\$846K	\$1.5M	\$3.0M	\$5.0M	\$7.1M	\$9.4M	\$10.8M	\$12.6M	\$14.9M	\$15.9M	\$16.9M	\$18.9M
Total Value of In-House Lending	\$0	\$1.2M	\$5.7M	\$11.1M	\$17.5M	\$25.1M	\$34.0M	\$44.6M	\$57.2M	\$72.4M	\$90.5M	\$112.2M
Book Value	\$1.1M	\$3.7M	\$9.6M	\$17.8M	\$26.3M	\$35.8M	\$46.7M	\$59.0M	\$73.1M	\$89.8M	\$109.3M	\$132.0M

Detailed Projections Available for Qualified Investors on Request

Item	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12
Revenue	\$0	\$4,000,000	\$4,600,000	\$6,000,000	\$5,900,000	\$5,900,000	\$6,900,000	\$6,300,000	\$6,600,000	\$7,100,000	\$7,700,000	\$8,600,000
Expenses	\$116,000	\$3,000,000	\$2,000,000	\$3,400,000	\$3,300,000	\$3,100,000	\$4,300,000	\$4,000,000	\$3,800,000	\$5,900,000	\$6,500,000	\$6,100,000
Net Profit	\$122,000	\$704,000	\$2,100,000	\$2,000,000	\$2,100,000	\$2,200,000	\$1,400,000	\$1,700,000	\$2,200,000	\$1,000,000	\$990,000	\$1,900,000
Cash	\$846,000	\$1,500,000	\$3,000,000	\$5,000,000	\$7,100,000	\$9,400,000	\$10,800,000	\$12,600,000	\$14,900,000	\$15,900,000	\$16,900,000	\$18,900,000
In-House Lending	\$0	\$1,200,000	\$5,700,000	\$11,100,000	\$17,500,000	\$25,100,000	\$34,000,000	\$44,600,000	\$57,200,000	\$72,400,000	\$90,500,000	\$112,200,000
Book Value	\$1,100,000	\$3,700,000	\$9,600,000	\$17,800,000	\$26,300,000	\$35,800,000	\$46,700,000	\$59,000,000	\$73,100,000	\$89,800,000	\$109,300,000	\$132,000,000



Current Investment Offering

Round Details

As of Nov of 2023, EDNA is actively soliciting new investment from accredited and non-accredited investors.

Raise Amount: \$5,000,000

Total Shares Being Offered: 5,000,000 EDNA Class A Shares @ \$1.00 (One Dollar) Per Share. 25M Total Shares on a 25M valuation.

Minimal Investment: \$34,285 (Thirty-Four Thousand Two Hundred Eighty-Five USD) for non-accredited investors. A minimum does not apply to accredited investors.

Shares: offered as Convertible Notes with interest and discount negotiated between individual investors and EDNA.

EDNA's Current Round is formally offered via a Private Placement Offering. This offering is detailed in EDNA's Private Placement Memorandum, utilizing SEC exemption Reg D 506(b) where appropriate.

The EDNA Team

Meet the EDNA Team

The executives that are driven to change the face of the DNA industry.

EDNA Advisory Board of Directors



Dr. Vanessa Small, Ph.D.
San Diego, California



Joseph Carangelo
San Diego, California



Anthony John Bertelli
New York City



Dr. Joan Bienvenue, Ph.D.
Afton, Virginia



Timothy Smit
Erie Colorado

EDNA Executives



Anthony Stonefield
EDNA Africa Chief Operating Officer



Werner Booyen
EDNA Africa Chief Executive Officer



Greg Simpson
EDNA, Inc. Founder & Chief Executive Officer



Nate Mega
EDNA, Inc. Chief Creative Officer

[Team Member Profiles \(Website Link\)](#)

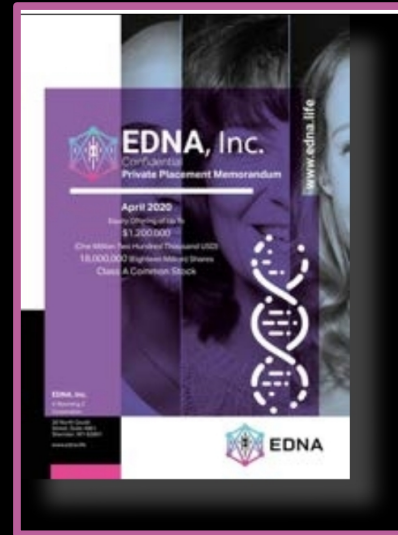
Questions?

Contact Greg Simpson

Email: greg.simpson@edna.life

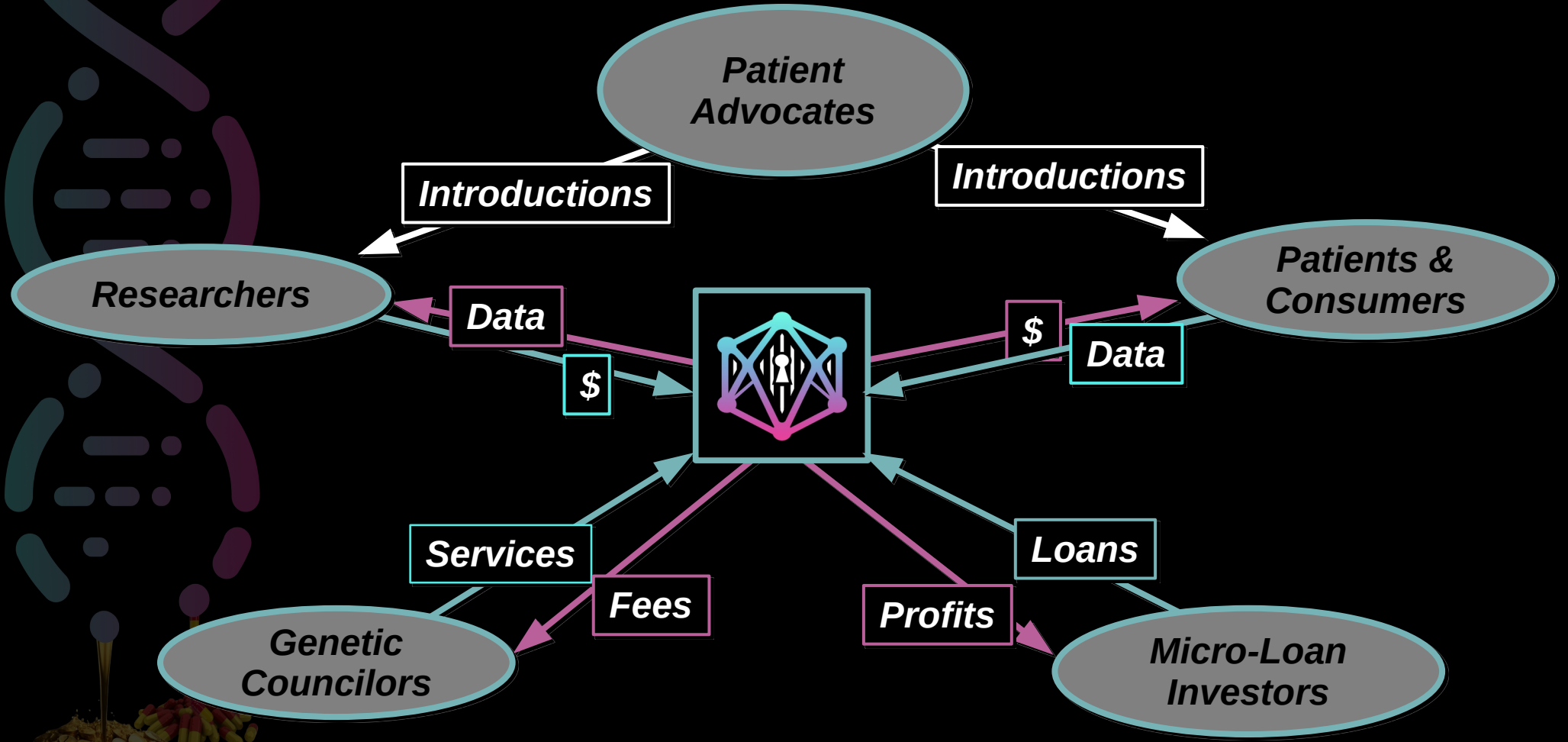


EDNA Business Plan



EDNA Private Placement Memorandum

Reference Slide #1



Reference Slide #2

The Human Genome Contains ~3 Billion Base-Pairs

← ~3,000,000,000 →

EDNA's Weakest Technology Reads ~99.8% of Them

← ~2,967,000,000 →

Public is Sold a "DNA Test". That's ~0.2% of The Pairs

~6,000,000

Tip: The bar chart is over there.

EDNA Doesn't do "DNA Testing". We Sequence DNA!

Reference Slide #3



*EDNA is a Software Platform
Creating the Convergence of...*

- ✓ *Whole Genome Sequencing*
- ✓ *Personal Data (DNA) as Property*
- ✓ *AI-Driven Personalized Medicine*
- ✓ *DNA as an Asset Class*

Reference Slide #4



The Other Guys “Terms of Service”

...“Paragraph k. Waiver of Property Rights: You understand that by providing any sample, having your Genetic Information processed, accessing your Genetic Information, or providing Self-Reported Information, you acquire no rights in any research or commercial products that may be developed by 23andMe or its collaborators. You specifically understand that you will not receive compensation for any research or commercial products that include or result from your Genetic Information or Self-Reported Information.”...

Why Force Consumers to Give Up Rights?

Reference Slide #5

Answer: Valuable Hidden Deals

<p>23&Me to GSK for \$399M (2018)</p> <p>Data Quantity: 4,000,000 Genomic Data Type: Genotype Price Per Unit (PPU): \$75 Details: Ownership stake in 23andMe with 4 year exclusive access to genotype + survey data.</p>	<p>23andMe to Genetech for \$60M (2015)</p> <p>Data Quantity: 3,000 Genomic Data Type: Whole Genome Sequence Price Per Unit (PPU): \$20,000 Details: Included whole genome sequence + self reported info from Parkinson's patients + ability to re-contact.</p>	<p>Genomic Medicine Ireland to WuXi Next Code for \$400M</p> <p>Data Quantity: 400,000 Genomic Data Type: Whole Genome Sequence Price Per Unit (PPU): \$1,000 Details: Company acquisition including whole genome sequence data + medical records + ability to re-contact.</p>
<p>UK Biobank to Regeneron Group of Companies (2018)</p> <p>Data Quantity: 500,000 Genomic Data Type: Exome Price Per Unit (PPU): \$300 Details: Regeneron group of companies funding a study to sequence the exomes of 500,000 UK Biobank participants. Exome data + medical info + exclusive access period.</p>	<p>FinnGen Study \$75M (2017)</p> <p>Data Quantity: 4,000,000 Type: Genotype Price Per Unit (PPU): \$150 Details: 7 companies funding a study to analyze 500,000 Finnish biobank blood samples. Genotype data + medical records + ability to re-contact.</p>	<p>UK Biobank Study \$200M (2019)</p> <p>Data Quantity: 500,000 Genomic Data Type: Whole Genome Sequence Price Per Unit (PPU): \$400 Details: 4 companies funding a study to sequence whole genome of 500k UK biobank participants. Whole genome sequence data + medical info + exclusive access period.</p>

*Source: <https://medium.com/@Genomesio/how-much-is-my-dna-really-worth-46787ccf585f>

*The above are examples of larger one-time deals. Additional research has led EDNA to realize any given sample is likely being sold and re-sold 200 to 300 times to different research organizations., equating to **\$70,000.00***

Reference Slide #6

Further Reading

Should you feel any uncertainty about the genetic science employed by EDNA or the use of blockchain in our business model, the following article was an unsolicited, uncompensated independent review of EDNA in the early days of development written by a genetic scientist working on epilepsy in the southern US. There is quite a bit of science here, but the author does a good job with his “layman speak”.

What is EDNA and Why is Genetic Data and Privacy So Valuable?

