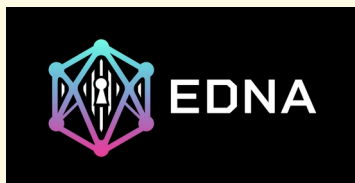


**EDNA, Inc.**  
**Executive Summary**  
*Secure, Explore and Monetize YOUR DNA*



**Contact Information**

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**Industry**

Biotech / Tech  
Genetic Sequencing / Blockchain

**Development stage**

Startup

**Year founded**

2018

**Number of Employees**

5 +5 Board Members

**Funding Opportunity**

\$5M

**Use of Funds**

10% Product Development –  
Completion of MVP  
(iPhone/Android/Web Apps)  
15% Marketing  
75% Hard Assets, Consumables  
& Operating Expenses

**Current Monthly Burn Rate**

~\$1,700

**Current Monthly Revenue**

\$20,986.00 (Apr 2023)

**Existing Debt**

\$0

**Existing Investors**

2.08% Equity (Convertible  
Notes) have been sold to  
Accredited Angels for \$156,995

## INTRODUCTION

When examining the business models of the dozens upon dozens of companies offering at-home genetic testing, a scan of their **Terms of Service** will show a common thread that is quite telling. Nearly all the agreements contain **Waiver of Property Rights**. The question is... **Why?** The answer takes some digging into genetic research organizations and their business dealings. At EDNA, we've done this digging. Our findings are astonishing, a \$250 average selling price for a whole human genome and an expected 300x repeat sales per sample – Making the **actual market value of a single human genome \$70,000**. No surprise, just like social media and search engine giants, the unaware consumer quickly becomes the product in the genetic testing world.

## PROBLEM/OPPORTUNITY

The problem the EDNA solution is architected to solve extends well beyond unwary consumers losing the financial benefits of their property. Lack of data privacy is part and parcel with all existing systems, as is a lack of value regarding what reports are issued. For example, 48,000+ genetic variants are classified as "known pathogenic," yet only ten are permitted in consumer reports by the US FDA. Another demographic impacted by the existing industry is small to mid-cap research firms that lack the funding to do the mega-bulk data purchase deals of Big Pharma, as evidenced by 23&me's 2018 SEC Reg-D filing.

## SOLUTION/PRODUCT

EDNA has developed proprietary blockchain software that addresses the deepest privacy concerns of consumers while allowing them to fully and securely monetize their property using agreements with researchers and managed by our smart contract. We address consumer health questions by incorporating Certified Genetic Councilors into our web and mobile-based app platforms. Our platform expertly serves the research community by allowing unprecedented specificity in selecting their genomes of interest and accepting donated data, thus extending their budgets and assisting their research goals. The EDNA flagship product, "The Advantage - Avalon," is authentic bleeding edge technology whose lab protocol was recently published in March of 2021 by the National Institute of Health and the Telomere-2-Telomere Consortium. This tech fills in over 150 million unknown base pairs in the human genome and will be highly sought after by research. However, the EDNA Solution continues beyond there. By crossing Whole Human Genomes with a fully AML/KYC-compliant Blockchain, we are uniquely positioned to offer "DNA as an Asset Class." Our platform will allow people who can't afford to pay for sequencing to participate by using peer-2-peer micro-lending and investors to grow their funds by providing what we think of as "shovels" to the financially disadvantaged, empowering them to dig up their DNA gold. The EDNA smart contract intervenes in the data monetization process to ensure agreed terms and conditions of the micro-loan are programmatically enforced.

## POTENTIAL RETURN/REVENUE MODEL

The genetic sequencing market for whole human genomes was just north of 2M units in 2020. Unfortunately, most of those were created using inferior 2nd-Gen instruments. However, this market is projected to grow to 60M annual units as quickly as 2024, according to [ARK Investment Management Ltd.](#) Capturing just 2% of the 2024 market will earn EDNA **\$1 Billion per year** on a 40.49% margin. While such explosive growth may seem unrealistic at first glance, look more closely at the drastically falling price of sequencing whole genomes. Prices fell from \$10 Million in 2007 down to just over \$1,000 today, and that rapid price decline far exceeds Moore's Law and shows how the market expansion can manifest.

Investors should be aware that even with expanding market volumes, the falling price of sequencing in long-term projections shows an eventual revenue decline in the sequencing revenue stream. However, this decline is compensated for by a more significant increase in the revenue streams from data-sale fees and returns on EDNA-Funded micro-loans as plotted over time.

## COMPETITION

and more entries join each year in this high-growth industry. The first differentiating line to be drawn is the difference between a "genetic test," which can merely be a fifty-dollar "peek at a tiny section of DNA. Contrast this with a Whole Human Genome, a few hundred to a few thousand dollar purchase, and up to a 99.99% accurate accounting of all 6 billion molecules in human DNA. This difference leaves a huge sector placed well behind EDNA. One competitor we know of, "Full Genomes," is using 3rd Gen long-read technology and is an even match in data quality for EDNA's "Aurora" sequencing product (an \$1,499 tuned-down version of our \$3,995 Flagship "Avalon" product). Another competitor, largely European-based "Veritas," has tightly integrated genetic counseling services into their offering and competes well in the Health Information space.

The following bullets summarize EDNA's differentiation, where no competitors are even close:

- Consumer Property Rights, Data Security & Privacy
- Researcher Data Selectivity / Bleeding Edge Data Quality
- Free Market Genetic Data Pricing
- Inclusion of Patient Advocacy Groups (See Go to Market below)
- Inclusion of Investors & Philanthropists (DNA as an Asset Class)
- Fully KYC/AML Compliant High-Speed, Scale-able Blockchain
- Proprietary Software for Data Compression, Identity Protection, Data Tracking, and our Blockchain Smart Contract (computer code used to manage and enforce agreements between parties).

## EXECUTION PLAN/GO TO MARKET STRATEGY

EDNA has achieved significant market traction in the EOSIO Blockchain and Related Communities. As a result, 9,700+ users are highly aware of our project, and 3,880 have registered to reserve a place in line for sequencing services. Our Go to Market Strategy is to convert these leads to orders and leverage them by offering a referral program to incentivize promotion. In parallel, we seek marketing professionals who have succeeded in the global patient advocate sector. Patient Advocates have deep connections to genetic researchers and the most motivated consumers (those being patients). We intend to partner with them and leverage their relationships to ensure the bulk of the data taken into the EDNA system is quickly monetized to a high degree since we will be pre-assessing the research demand.

## FINANCIALS

EDNA is seeking \$2M and offering Convertible Note(s) or a S.A.F.E. Note(s) or other options for this raise. In addition, we are in early discussions with two organizations assisting us to prepare for a follow-up Series D crowdfund raise roughly 18 months post the completion of the current round - allowing for an early exit option. Projected use of added proceeds includes acquisition and outfitting a CLIA-Certified lab, PacBio and Oxford Nanopore sequencing instruments, completion and support of our phone and web front-ends, marketing expenses, and sufficient consumables to produce 3,456 "Aurora" genomes. This level of funding will allow us a 2-year runway, and with medium to high-side sales projections, this will allow us to self-fund, bypass the Series A+, and produce substantial returns for investors.

## THE TEAM/RELEVANT EXPERIENCE

The EDNA team is in a regular state of flux. Often consultants, advisors, and agencies are used to execute a specific step in the development plan as the skills needed by EDNA constantly evolve and pivot. Please visit our [website team page](#) to introduce our most valued asset; the people who are building this extraordinary company right here and now!