

PANACEA

**Improving access to clinical  
genetic testing**

**The future of healthcare and disease prevention hinge on decoding the human genome.**

**Whole Exome Sequencing is one of the most comprehensive genetic tests and sequences every known gene. It reveals an individual's risk for developing multiple hereditary illnesses like cancer or cardiovascular disease.**

**80% of people who need genetic testing, do not get tested.**

# Intermediaries are inhibiting access to testing

## Doctors

Lack training on how to implement genetics in patient care, rarely prescribe any kind of genetic testing.

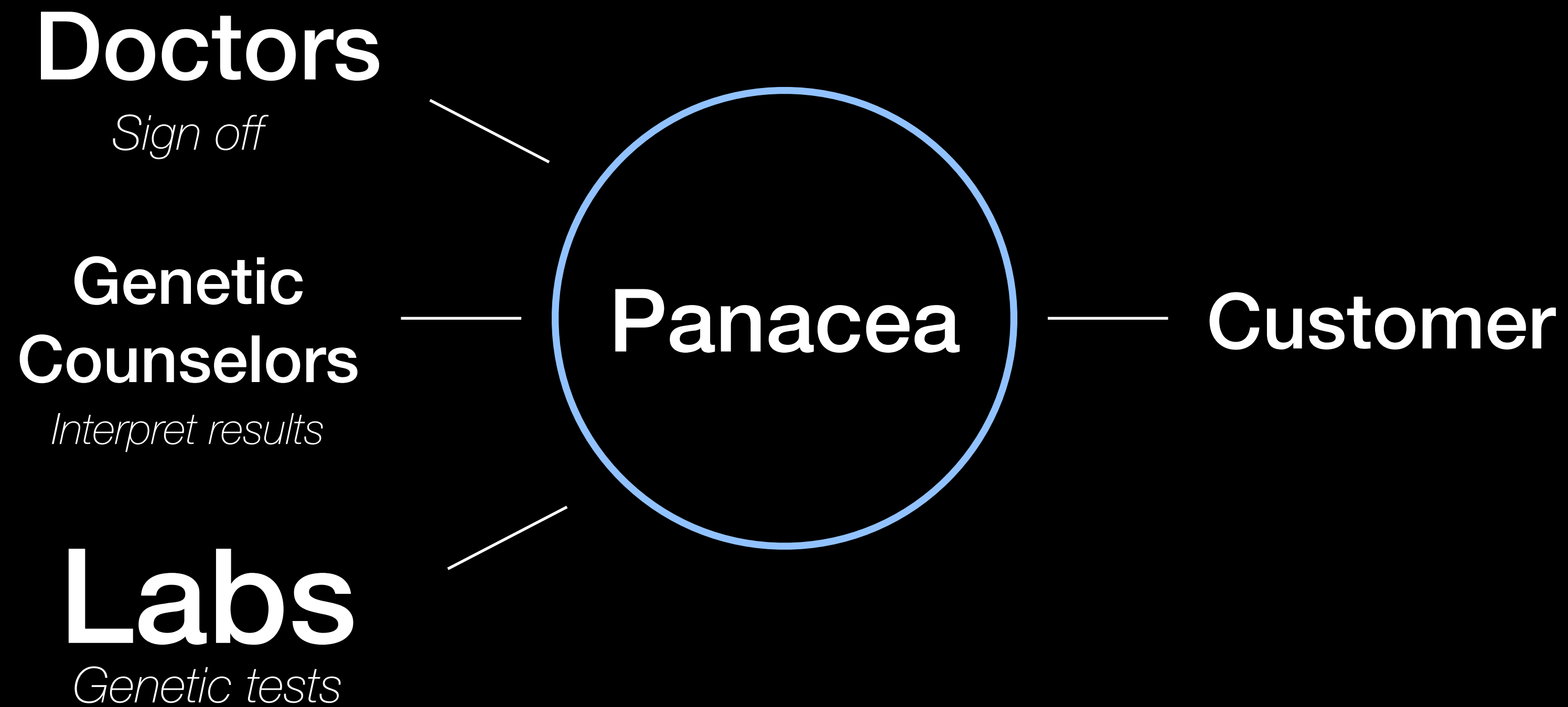
## Insurance

Cover very limited genetic tests for very few people, only contract with few powerful labs.

## Labs

Charge insurance highly inflated pricing for testing, and are not incentivized to sell to consumers.

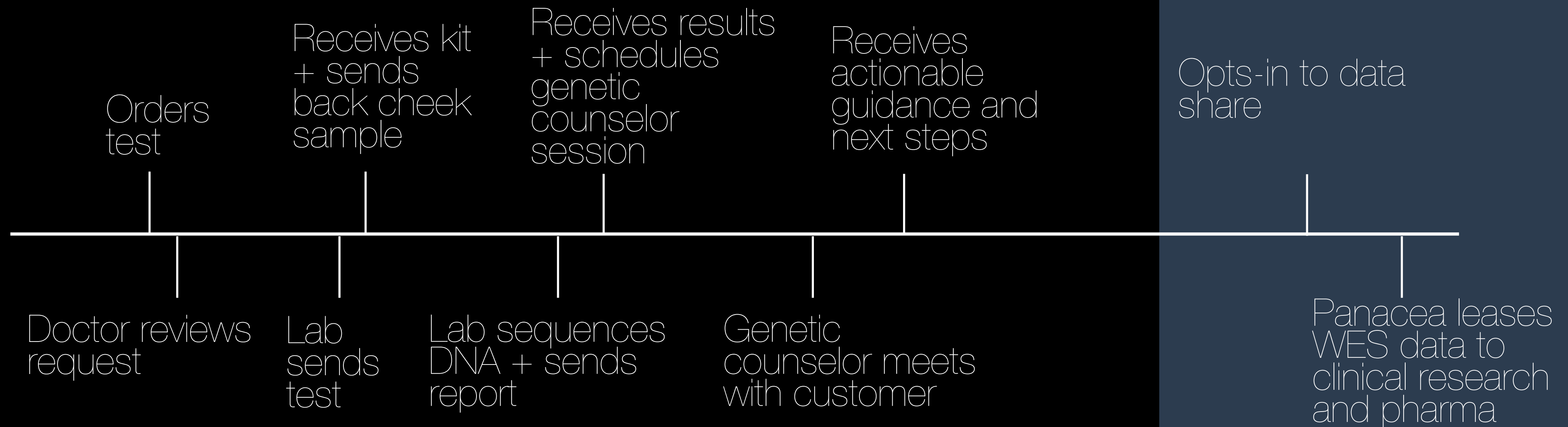
# Panacea re-intermediates clinical genetic testing.



# Customer Flow

**Customer**

**Panacea**



# There's a growing need for more accessible genetic testing

## THE US MARKET

**1 in 2**

Americans will develop cancer in their lifetime

**1 in 3**

Americans will develop cardiovascular disease in their lifetime

**30 million**

Americans living with rare diseases

**\$7 billion**

12% CAGR, doubles every 6 years

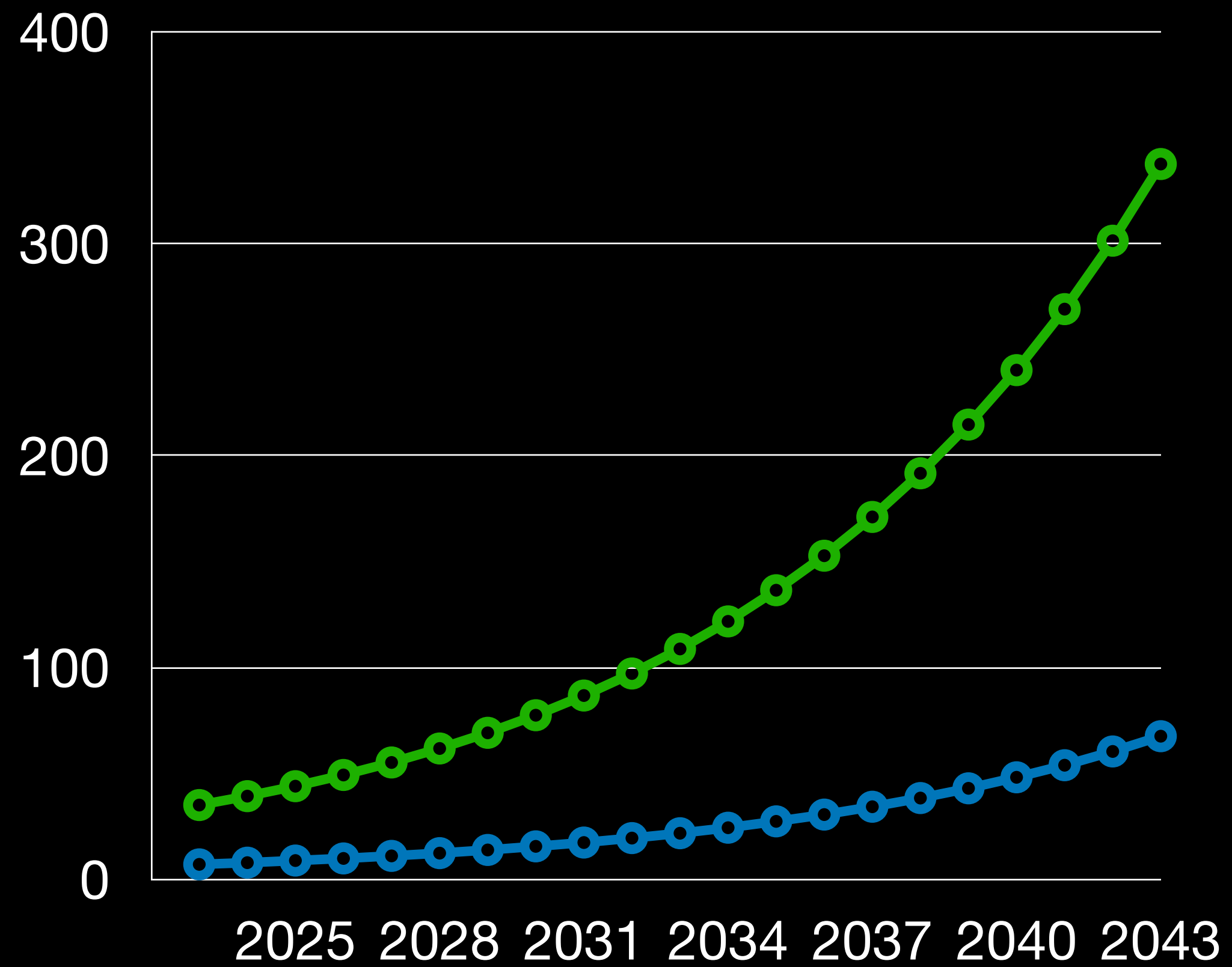
2020 US testing market

**\$80 billion**

Estimated savings on cancer, cardio and rare disease care and treatment per year with genetic testing

# US Genetic Testing Market (in billions)

At Current Utilization      At Optimal Utilization



# Competitors

	DTC genetic testing	Big Clinical Labs	Panacea
Consumer Accessibility	✓	✗	✓
Comprehensiveness of genetic test	✗	✓	✓
Expert guidance	✗	✓	✓
Cost	✓	✗	✓
Consumer data control and transparency	✓	✗	✓
Growth through family testing	✗	✗	✓



# Go-to market strategy

Yr: 2023-2024

## Phase 1: B2C

Organic growth-driven aggregator

Yr: 2025-2026

## Phase 2: B2C

Optimizing information delivery and family testing

Yr: 2027-2028

## Phase 3: B2B

Data for clinical and biopharma use

# Revenue model

## Phase 1 & 2 Aggregator

Panacea test price: \$950

Panacea revenue: \$400–\$550 per test

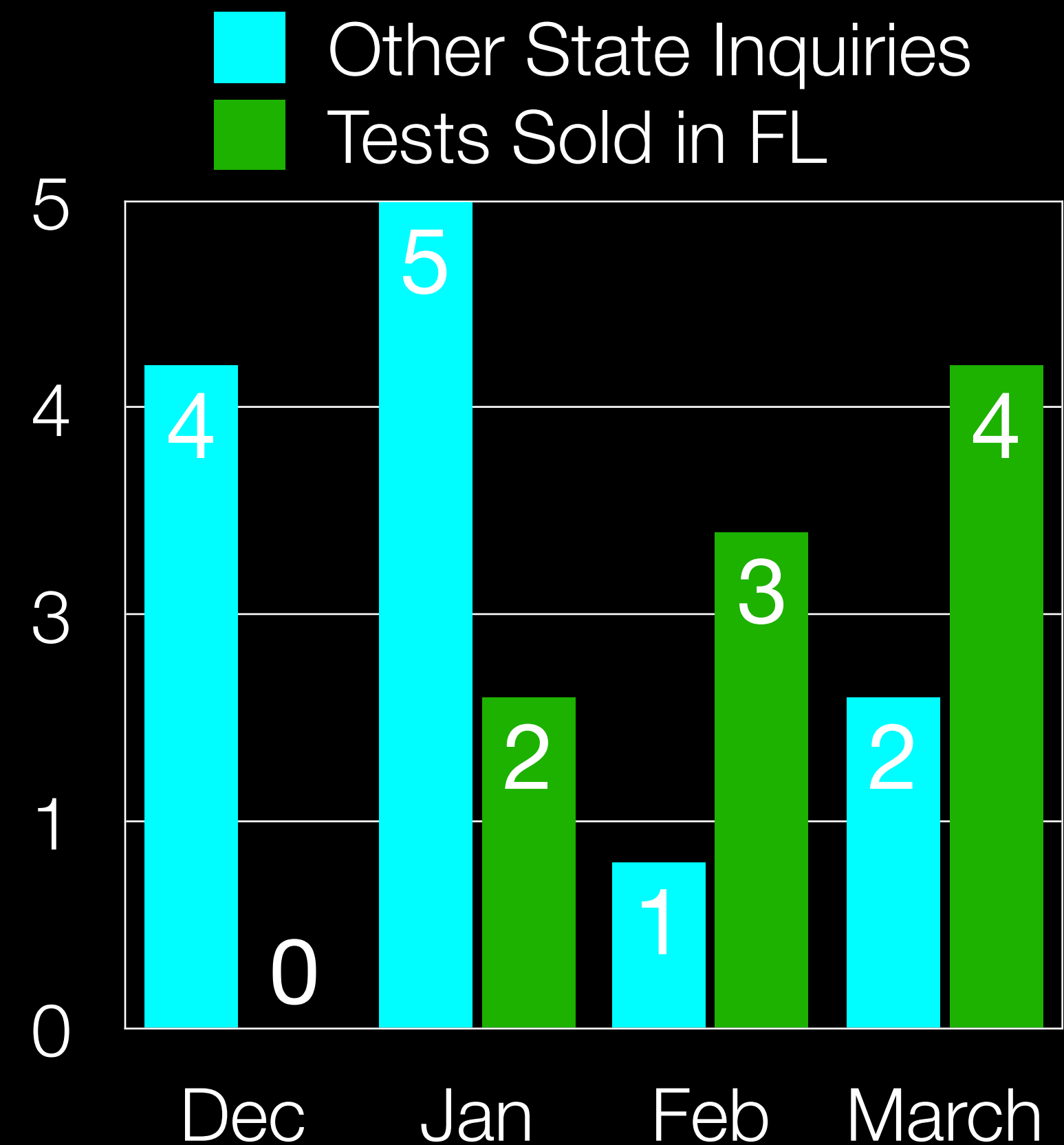
## Phase 3 Leverage data

Data for life sciences: \$100–\$10K/Exome

- ✓ \$70,000 Funding
- ✓ Launched MVP web app in Florida
- ✓ National lab contract
- ✓ 1 podcast

## TRACTION

**Our MVP is already generating demand from beyond Florida**



# The Team



**Dahlia Attia-King**

Founder, CEO

Healthcare Tech & Genetics



**Hincó Gierman, PhD**  
**SCIENTIFIC ADVISOR**  
Genomics & Oncology



**Melanie Shapiro, PhD**  
**ADVISOR**  
Founder, Token



**Oscar Callejas**  
**ADVISOR**  
Co-Founder, Voalte



**Ron Davis, MBA**  
**TECHNICAL ADVISOR**  
Engineering & Operations



**Ryan Shea**  
**ADVISOR**  
Co-Founder, Stacks

# The Raise

Seed

**2M**

Timeline

**24 months**

## Partnerships

- Nationally licensed MDs
- Data custodian partner

## Hires

- Growth/Marketing: 1
- Development: 1 data science, 2 engineers

## Marketing plan

- Online and social media ads
- Podcasts and influencer collaborations
- Distribution channel nurturing

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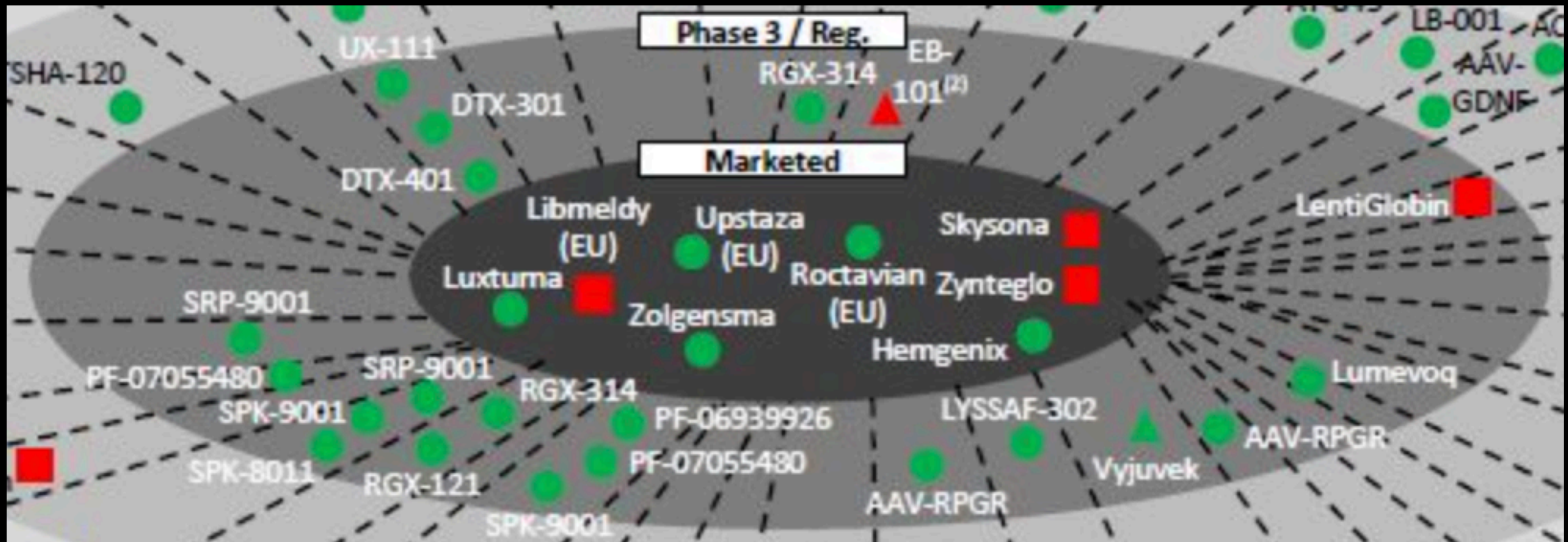
# Appendix







8 therapies currently marketed and more FDA approved therapies may double this year. Deal flow healthy despite challenging market.





# Benefits to Stakeholders

## 1. Labs

- gives them LEGAL, free, recurring high-volume, cash pay business

## 2. Genetic Counselors

- gives free LEGAL, recurring high volume, cash pay business

## 3. Customer

- Improved access to affordable, comprehensive genetic testing
- Whole Exome Sequencing- 1x/lifetime (not small panels)
- Expert guidance in one place (MD and GCs)
- Simplified information delivery
- Ease of family testing
- Data transparency and control of usage
- Access to other testing to support your WES results (Galleri test)

## 4. Other Labs/Tests

- Grail- Galleri- gives them free, recurring high-volume business

## 5. Life sciences

- Large pool of data
- WES data (not single gene data)
- basic phenotypic and health history info