

[407] AN END-TO-END & SCALABLE DIGITAL PLATFORM DESIGNED FOR WEB-ASSISTED GENETIC COUNSELLING

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- **Investment Rational**
An end-to-end & scalable digital platform designed for web-assisted genetic counselling. Market Opportunity of about \$0.5B now and \$1.5B by 2023. In Q3-2019, clinical trials in Tel Hashomer, Israel for two applications – ‘carrier screening’ – 250 couples & ‘oncogenetics’ – 250 women. Key Partnerships – Eisenberg Brothers, Thermo Fisher Scientific, Gene by Gene. Dr. Doron Behar – world renowned geneticist, KOL & serial entrepreneur.
- **Business Strategy**
The company’s go-to-market strategy for following customer segments:
Near-term (1-2 years) – Technology providers
Mid-term (2-5 years) – DTC & Non-DTC companies
Long-term (>5 years) – Retail
- **Core Technology**
Genetic Algorithms – carrier screening, risk assessments, variant prediction etc.
Platform adaptive to various test types.
Platform adaptive to various genotyping technologies – microarray, NGS, CMA etc.
Easy, intuitive & user-engaging UI & UX capabilities - enables smooth end-to-end process.
Uniqueness & Value Proposition – enable the GCs to attend minimum of 10X more patients.
- **Product Profile/Pipeline**
Igenify’s platform has 4 modules:

Access – Powerful and intuitive process to enroll, consent and acquire necessary information from the patient

Analyze – Quickly analyze and annotate with our geneticist approved workflow.

Insight – Create actionable data, quick glance interpretation, and receive recommendations.

Counsel – Automatically generate actionable reports and deliver engaging and educational digital genetic reports in minutes.
- **What's Next?**
R&D – Expanding the capabilities of the developed platform to various test types & genotyping technologies.

Preclinical / Clinicals – Igenify will conduct clinical trials for other test types in future too.