

## **Investment Rational**

[Genoox](#) introduced a crowd-sourced model to build up an unparalleled genomic data asset, with over 1700 provider organizations across 44 countries uploading 6000+ new cases every month, helping to guide clinical decisions, determine precise care pathways and enable more targeted therapy.

- **Business Strategy**

The Genoox Community plan is free of charge and encourages users to contribute to a genetic database repository. A testament of our commitment to patients could be seen by our community growth. Everyday new members are joining our free community tool, and due to the immense value they receive, they are helping their patients tremendously. Genoox offers premium tools with a commercial model, enabling its users to add proprietary capabilities to their workflow.

- **Core Technology**

We are the first community based genomics platform that fosters communication and promotes solutions to difficult (sometimes unsolvable) cases in healthcare. The power of the Franklin community provides actionable insights from the largest real-time real-life genomic database serving professionals at the point of care. Members are able to contact other members in an anonymous way to inquire about specific variants of interest that have surfaced during their analysis.

- **Product Profile/Pipeline**

The company's growth is driven by a community-based model, increasing the database of genomes and exomes by 10% month-over-month by leveraging Real-World Data uploaded by community members. Genoox recently started monetizing an insights-as-a-service model this year with 40 commercial contracts already signed, including Washington University, Aspira Health and Mayo Clinic (PR coming soon).

- **What's Next?**

Genoox is in place to assist healthcare industry professionals to relieve the pressure, collaborate and in the end provide their patients with the best possible treatment methods personalized to their genetic makeup. In this day and age patients are demanding the best care, and we offer medical professionals to provide this.