



### **The Story...**

DNA Imprints was the brainchild of company president Ryan Yockey and an angel investor. They saw the beauty of the marriage between art and science and sought to develop this beauty for the upscale novelty and keepsake markets. They founded a company that would address these two niches but with a slight twist.

After building houses in Tijuana, Mexico as a teen this angel investor developed an inner-joy for giving back to the community. He was engulfed by the happiness and appreciation that he had a hand in spreading. This was an experience that touched his life forever and has become a personal prime directive.

In starting DNA Imprints Mr. Yockey and the investor wanted the company to echo this same spirit of giving. One of the company's goals would be to work with, and donate to causes, charities and non-profits. Up to 30% of annual proceeds would be reserved for organizations which are making a positive impact on this planet.

### **Products...**

Coming from the purely scientific angle the goal was to print DNA canvas wall art with a bare minimum dependency on digital enhancement software. This method produced the most naturally appealing DNA artwork in the marketplace. This refrain from the artificial look distinguishes DNA Imprints.

While wall art is the flagship product, company creatives have their eyes set on the auto, wedding and baby industries. They employ a unique business platform that generates fresh ideas that can grow the company by leaps and bounds. They believe in being the *Best in Class* and/or *First in Class*.

With an in-house lab and a hi-speed process they are able to fulfill orders quickly. The science and design teams are driven to excellence and efficiency. Turn-around time is fast. The client is rewarded with a positive buying experience.

## History...

March 2010: Developing the groundwork for DNA Imprints and hand selecting the team.

May 2010: Creating the company culture—the glue that holds everything together.

August 2010: Promotion with New York Times bestselling author Tim Ferriss.

October 2010: Website completed. Ready for soft launch.

December 2011: Contribution to the San Diego Rescue Mission.

January 2011: Official launch.

April 2011: San Diego Pet Expo.

April/May 2011: Company branding through daily deal giant Groupon. Website hits shot up to 2,600 per day. Facebook LIKES were five to seven times more than any other merchant in same category. Groupon invited us on a 20-city tour.

June 2011: Channel 4 San Diego Insider news clip with reporter Jeanne Rawdin.

November 2011: Donated canvas artwork to the Bonnie J. Addario Lung Cancer Foundation silent auction in conjunction with the SoHo Project and hosted by GBK. Company reps also attended the American Music Awards gift lounge at the SLS Hotel.

December 2011: Going global as an alliance is formed with a U.K. genome company expanding into 200 retail outlets by the end of 2012. Contribution to St. Vincent De Paul.

January 2012: Invitation to the Golden Globes luxury gift suite in Beverly Hills honoring award nominees and top media.

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