

Fact Sheet

HISTORY

- Development began in January 2015 as a project between Davalen LLC and Emory University's Department of Human Genetics. Dave Jacob, Len Barker (Davalen) and Dawn Laney (Emory) spawned the creation of ThinkGenetic.
- ThinkGenetic, Inc. was founded February 1, 2016.
- Initial partnership included IBM and Emory University Department of Human Genetics and advocacy partnerships now include FSIg, Coalition of Hemophilia B, C22C, Genetic Alliance, TLOAF and NGF.
- Initial development funded through grants from pharmaceutical companies and The Legacy of Angels (TLOAF) as well as private angel funding.
- More than one hundred genetic counselors are included in the project in many capacities including research, content management and editing of content.
- The beta release of ThinkGenetic.com went public on June 30, 2016 and included a genetic disease question and answer module that is powered by IBM Watson and has the ability to browse information on over 100 genetic diseases.

MISSION

To become a "GPS for genetic conditions" providing critical knowledge about genetic diseases and connection to important resources to improve quality of life. Our knowledge will empower individuals and families living with a genetic conditions and assist healthcare providers in disease diagnosis, treatment, and management.

VISION

Improving lives and empowering people living with a genetic disease by providing answers and practical next steps to real life questions.

GOALS

- Provide an interactive experience to users as they work with the question and answer module to learn more about a known condition or the diagnostic assistant to help discover what could be the source of their health problems.
- Allow patients to share their experience of living with a genetic disease using patient stories. Shared stories become part of the interactive experience of future users seeking information on that disease.
- Make the site accessible from browsers on any device with the best experience delivered on tablets or desktop computers.

FUTURE

- Full product release is scheduled for the fall of 2016 and will include an expanded disease coverage, Symptom Finder and Share Your Story.
- Formal investment round expects \$1.5M in the Fall of 2016.

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