

CONFIDENTIAL

GENATY II PLANALETIX PRODUCT STREAM

YOUR HEALTH BASELINE

Business Plan

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Executive Summary

Genaty is poised to disrupt the health and well-being industry by leveraging advanced genetic analysis technology and a user-centric approach to empower individuals in the GCC and MENA regions to take control of their health and well-being like never before.

Our Vision

At Genaty, we envision a future where everyone has access to personalized healthcare solutions tailored to their unique genetic makeup. Our mission is to democratize access to genetic information and wellness insights, empowering individuals to lead healthier, happier lives.

The Genaty Platform

Genaty.ai goes beyond traditional genetic analysis, offering over 1000 reports organized into more than 20 categories, including Diet and Nutrition, Fitness and Muscle Health, Brain Health, and Male and Female Hormones. Our platform also features Genaty Lab Analyzer, empowering users to effortlessly analyze their lab test results using OCR-powered technology. With easy-to-understand results and personalized recommendations, users can track their health markers over time and monitor levels based on optimal ranges. In Genacity, we empower individuals by making complex information accessible in their native language.

Key Features

- **Scientific Lifestyle Assessments:** Assess risk scores based on activity, environment, diet, and medical history, providing actionable recommendations to reduce the risk of 70+ conditions.
- **Ultimate Nutrition and Fitness Solution:** Custom-tailored nutrition and fitness plans based on users' genetic makeup, ensuring optimal nutrient intake ratios and fitness strategies.
- **Custom Supplement Formulas:** Personalized supplements crafted from ingredients based on users' DNA and lab results, addressing issues such as low vitamin or mineral levels, high blood pressure, and poor heart health. Users have the power to customize their formulas for a truly unique experience.

Market Opportunity

The demand for personalized healthcare solutions is growing, and Genaty is poised to meet this demand head-on. With our focus on the GCC and MENA regions, where access to genetic testing and personalized healthcare is limited, Genaty has the potential to make a significant impact on millions of lives.

Conclusion

In conclusion, Genaty.ai is not just a platform; it's a movement towards a healthier, more informed future. By leveraging the power of genetics and cutting-edge technology, we are shaping the landscape of personalized healthcare. Together, let's embark on this journey to transform lives and redefine healthcare with Genaty.ai.

Opportunity

Problem & Solution

Market Problem

The healthcare landscape in the GCC region is undergoing a transformative shift, driven by a combined force of rising chronic disease burdens, growing interest in proactive health management, and government initiatives fostering personalized medicine approaches.

Market Landscape and Opportunities:

Rising Prevalence of Chronic Diseases:

- Non-communicable diseases (NCDs) account for **70% of deaths** in the GCC region, according to the World Health Organization (WHO, 2023).
- The International Diabetes Federation estimates that **14.8% of adults** in the GCC live with diabetes, significantly higher than the global average of 8.5% (International Diabetes Federation, 2023).
- Cardiovascular diseases cause **over 50% of deaths** in the GCC, with rates exceeding the global average, as reported by the World Heart Federation (World Heart Federation, 2023).

Growing Demand for Personalized Healthcare:

- A 2022 PwC report reveals that **73% of GCC residents** believe personalized medicine will significantly improve their health outcomes (PwC, 2022).
- Additionally, **60% of healthcare professionals** in the GCC agree that personalized medicine should be a top priority for the region (PwC, 2022).

Growing Awareness of Holistic Well-being:

- Individuals in the GCC increasingly recognize the interconnectedness of physical, mental, and emotional well-being, seeking solutions that address all aspects of health.

- This shift in perspective demands personalized approaches that consider an individual's unique genetic predispositions, lifestyle choices, and cultural context.

Governmental Focus on Personalized Medicine:

- The UAE announced a **\$50 million investment** in its National Genome Programme, aiming to map the Emirati genome and advance personalized medicine research (Ministry of Health and Prevention, UAE, 2020).
- Saudi Arabia's Vision 2030 identifies personalized medicine as a key pillar for improving healthcare efficiency and outcomes, allocating significant resources to its development (Saudi Vision 2030, 2023).

GCC's Investment in Healthcare Sector:

- Recognizing this challenge, the GCC countries are **investing heavily in their healthcare sectors**, aiming to become regional hubs for medical excellence (Alpen Capital, 2023).
- This growth includes a focus on **advanced technologies like genomics, personalized medicine, and AI-driven diagnostics** (Iqvia, 2023).

Key Market Problems and Their Impact:

Lack of Personalized Data and Insights:

- **90% of healthcare decisions** in the GCC are made without considering individual genetic information, limiting the effectiveness of interventions, according to a study published in the Journal of Personalized Medicine (Al-Mulla et al., 2020).
- This lack of personalization contributes to **higher healthcare costs**, as treatments may not be optimally tailored to individual needs, as stated in a report by the World Health Organization (WHO, 2020).

Reactive Disease Management:

- The focus on diagnosing and treating existing conditions overlooks **opportunities for early intervention and prevention**, as highlighted in a report by the World Health Organization (WHO, 2020).
- This reactive approach leads to **poorer health outcomes** and increased burden on healthcare systems, as reported in a study published in the Lancet medical journal (Murray et al., 2020).

Misinformation and Inefficient Nutrition Guidance:

- **Over 40% of adults** in the GCC report facing challenges accessing accurate and personalized nutritional information, according to a survey conducted by the Food and Agriculture Organization of the United Nations (FAO, 2022).
- This leads to **unhealthy dietary choices** and contributes to the rising prevalence of chronic diseases, as reported in a study published in the Journal of Public Health Nutrition (Herbst et al., 2020).

Generic Fitness Plans:

- **One-size-fits-all fitness plans** fail to consider individual genetic potential and health goals, hindering optimal results and demotivating users, as highlighted in a review published in the journal Sports Medicine (Pescatello et al., 2014).

Accessibility and Cultural Relevance:

- Language barriers and lack of culturally sensitive healthcare solutions **limit access to information and effective care** for many individuals, creating disparities in health outcomes across different demographics, as reported in a study published in the International Journal of Equity in Health (Madden et al., 2016).



Our Solution

To address the market gaps and seize the opportunities, we proudly present GENATY, our tailored genomic analytics services catering specifically to the needs of the Middle East & GCC population.

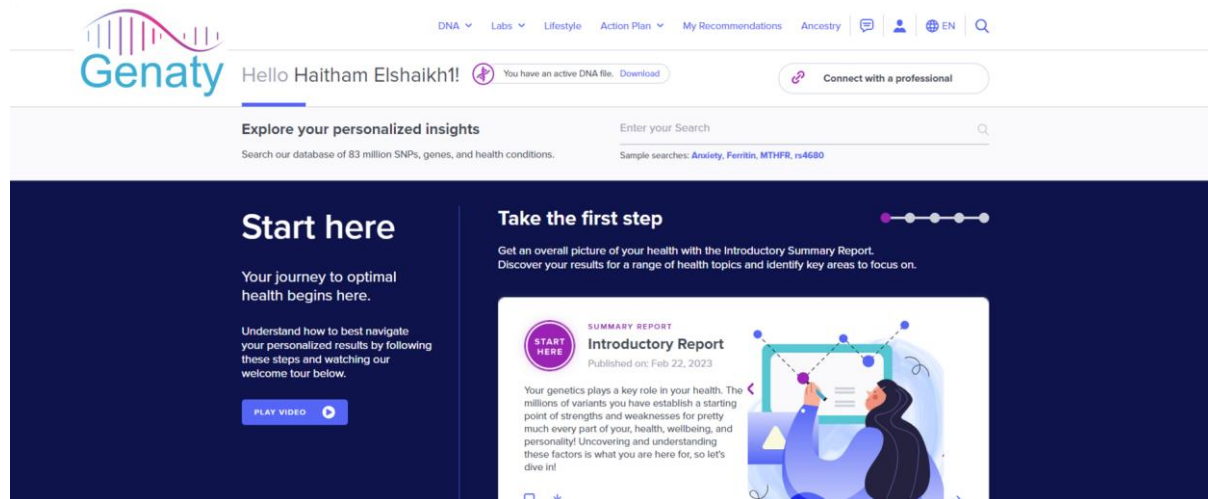


By strategically focusing on the following areas and alignment with Governmental Vision, we aim to tackle the identified market challenges and unlock immense potential for personalized well-being:

- **Personalized Healthcare Solution:** Our platform offers personalized genomic insights that empower individuals to make informed healthcare decisions, ranging from preventive measures to scientific data-driven recommendations. We believe in putting the power of genomics in the hands of the people.
- **Personalized Nutrition and Fitness Plans:** Leverages genetic data to create personalized recommendations for optimal nutrition and fitness strategies, aligning with government efforts to promote healthy lifestyles.
- **Personalized Community Benefits:** By creating the "GENATY ID," users gain access to a plethora of privileges connected to our vast network of healthcare partners. We are committed to enhancing the overall healthcare experience and empowering our community.
- **Localized Genomic Database:** Our comprehensive genomic database specifically focuses on the genetic markers and conditions prevalent in the Middle East. This enables us to provide accurate and relevant insights to our users, tailored to their unique genetic makeup.
- **User-Friendly and Localized Platform:** Makes complex information understandable and accessible through local languages and culturally sensitive content, fostering inclusivity and empowering individuals to take control of their well-being.
- **Partnerships with Healthcare Providers:** We actively collaborate with renowned hospitals, clinics, and research institutions across the GCC, seamlessly integrating genomic analytics into standard care. Our partnerships strengthen the delivery of cutting-edge healthcare solutions to the region.
- **Cultural Sensitivity and Privacy:** At GENATY, we deeply respect cultural values and prioritize data privacy and ethical considerations. Our services uphold the highest standards, ensuring a seamless and confidential experience for our users.
- **Genaty recognizes the importance of affordability** and offers a range of flexible payment options to make personalized well-being more accessible.

By focusing on these key areas, GENATY not only fulfills a significant gap in the current healthcare and research ecosystem in the GCC but also establishes itself as a frontrunner in the emerging field of genomics in the region. Our approach lays a strong foundation for our business plan and sets the stage for the future growth and success of our company.

GENATY Web Platform and Mobile Web-Responsive will allow the users to order the DNA Sample collection kit through our platform, or directly upload their DNA sequence if they have already conducted the DNA lab test.



Genaty platform will provide the users with more than **1,300** DNA analysis reports covering various health aspects.

YOUR OPTIMAL DIET

Mediterranean Diet

BREAKDOWN

35%

FAT

20%

PROTEIN


45%

CARBS



The [Mediterranean diet](#) is based on the traditional cuisine from the Mediterranean regions. It focuses on whole, plant-based foods and olive oil. The diet provides a balanced ratio of carbs, fat, and protein.

[GO TO DIET REPORT](#)



MEAL PLAN

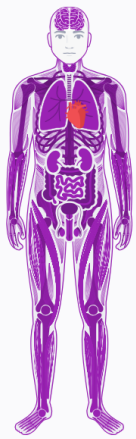
- ✓
- ✓
- ✓

Try our meal plan builder

Plan your meals for the week and save it, along with recipes and grocery list to help you stay on track and reach your goals!

[LAUNCH BUILDER](#)

● Areas with potential issues



Find & target health concerns

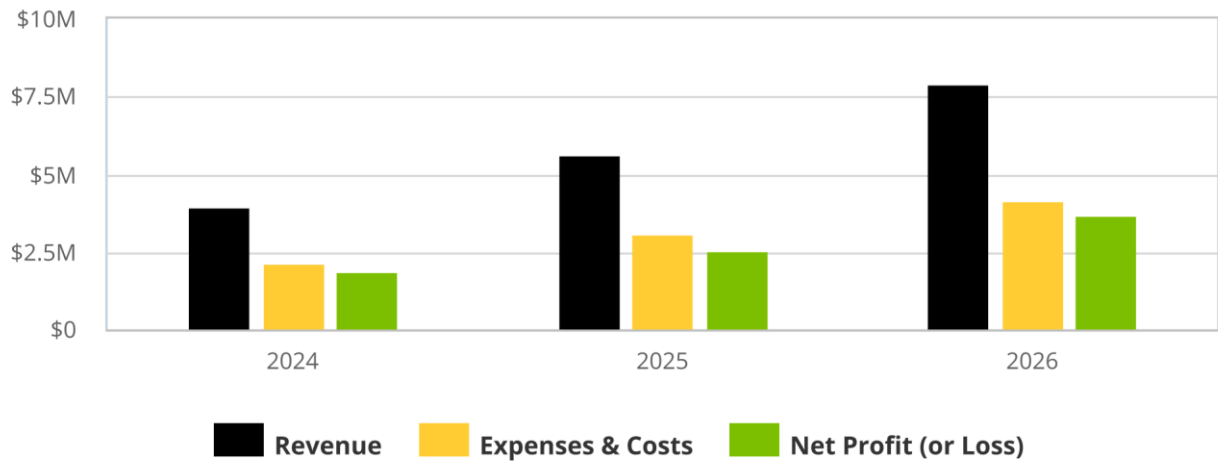
Select a health category to see a breakdown of your relevant genetic risks, lab test results and lifestyle assessments.

Diet & Nutrition	19 POTENTIAL ISSUES
Heart & Blood Vessels	18 POTENTIAL ISSUES
Bone Joint & Muscles	13 POTENTIAL ISSUES
Pain & Fatigue	9 POTENTIAL ISSUES
Eyes Ears & Mouth	8 POTENTIAL ISSUES
Metabolic Health	8 POTENTIAL ISSUES
Brain	7 POTENTIAL ISSUES
Gut Health	7 POTENTIAL ISSUES

Expected Return

We are looking for an investment of \$3,000,000 for 15% equity of this business stream to fund our R&D and market expansion for Genaty ID over the next 3 years. We expect Genaty revenue stream to be valued at \$90,000,000 at the end of 2026 and, if we are successful in opening new markets. Based on our forecast, the investment will be resulting in a return on investment (ROI) for our investors of 150% to 450%.

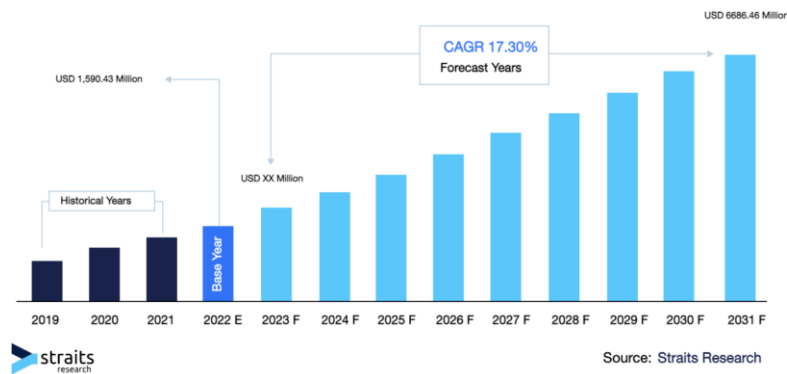
Financial Highlights by Year



Target Market

Market Size

The global direct-to-consumer genetic testing market size was valued at **USD 1,590.43 million in 2022**. It is estimated to reach **USD 6,686.46 million by 2031**, growing at a **CAGR of 17.30%** during the forecast period (2023–2031).



Genetic tests marketed directly to consumers are collectively called "direct-to-consumer genetic testing" (DTC-GT). Without the aid of a healthcare provider or health insurance provider.

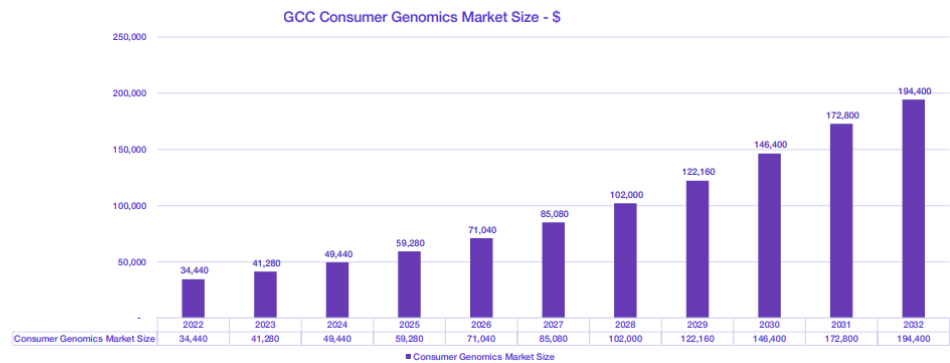
The GCC region holds significant potential for growth, driven by rising disposable incomes, increased internet penetration, and growing interest in personalized health solutions.

The GCC consumer genomics market represent 2.2 % from the global genomic market size was estimated at USD 34.4 million in 2022, and it is expected to be worth around USD 194.4 million by 2032, poised to grow at a CAGR of 19.82% during the forecast period from 2023 to 2032.



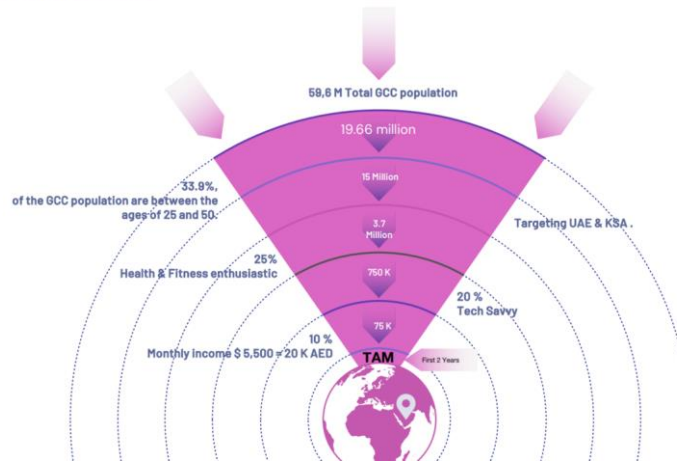
GCC Market Estimates:

TAM
 Projected
247 K
 Test in
2024



Market Segments

GCC Market Estimates:



While the overall DTC genomics and well-being markets in the GCC hold immense potential. Let's delve into potential market segments within the GCC, exploring their unique characteristics, corresponding opportunities, and supporting statistics:

1. Health-Conscious Professionals:

- **Characteristics:**
 - Typically aged 25–45 with high disposable incomes (70% of the GCC population are under 35, World Bank, 2023).
 - Prioritize proactive health management and disease prevention (63% of GCC residents are willing to pay extra for preventive healthcare, Alpen Capital, 2023).
- **Needs:**
 - Personalized insights into genetic predispositions for chronic diseases (diabetes and cardiovascular diseases are the leading causes of death in the GCC, WHO, 2023).
 - Tailored nutrition and fitness plans (obesity rates in the GCC are among the highest globally, reaching 31.3% in Saudi Arabia, The Lancet, 2022).

- Stress management strategies (mental health awareness is rising, with 32% of GCC residents reporting anxiety or depression, IPSOS, 2022).

2. Fitness and Nutrition Enthusiasts:

Characteristics:

- Diverse age range, but predominantly young adults (25–35) (participation in sports and fitness activities increases significantly in this age group, Alpen Capital, 2023).
- Highly motivated individuals focused on optimizing both physical performance and healthy eating habits (growing emphasis on holistic well-being in the GCC, Euromonitor International, 2023).
- Interest in various fitness activities, including gym workouts, team sports (football, basketball), running, and emerging trends like CrossFit and yoga (TechSci Research, 2023).
- Open to technology-driven solutions and data-driven insights for optimizing their fitness and nutrition choices.

Needs:

- Personalized genetic insights related to sports performance, injury risk, and nutritional needs (e.g., muscle fiber composition, nutrient absorption efficiency).
- Tailored fitness plans based on individual genetic profiles and specific workout goals (maximizing strength, endurance, or recovery).
- Personalized nutrition guidance optimizing athletic performance and overall health based on genetic predispositions and dietary preferences.
- Access to educational resources and expert support navigating complex fitness and nutrition information.

3. Individuals with Specific Health Concerns: Proactive Management and Personalized Solutions

Characteristics:

- Diverse age range, but often focused on managing existing chronic conditions or preventing future health concerns.
- May have conditions like diabetes, cardiovascular disease, or obesity, which are prevalent in the GCC (70% of deaths in the GCC are attributed to NCDs, WHO, 2023).
- Highly motivated to take proactive steps to manage their health and prevent disease progression.
- Open to exploring innovative solutions, including genetic testing and personalized approaches.
- May face challenges navigating complex medical information and finding reliable support systems.

Needs:

- Personalized insights into genetic predispositions for specific health concerns and risk factors.
- Tailored action plans to manage existing conditions and prevent future complications based on individual genetic profiles and lifestyle factors.
- Access to reliable educational resources and expert guidance to understand complex medical information and make informed decisions.
- Supportive communities and platforms to connect with others facing similar health challenges and share experiences.

Competition

Current Alternatives

Genaty is poised to disrupt the health and well-being industry in the GCC and MENA regions. Armed with advanced genetic analysis and a user-centric approach, Genaty empowers individuals to unlock the secrets of their DNA and take control of their health like never before.

But who else is vying for a piece of this booming market? Let's explore the competitive landscape.

Direct Challengers: The DNA Detectives:

- **DTC Genomics Companies:** In GCC and MENA competition is very limited. At the time of generating this document, we could find only two competitors in the local market, "Get checked and Valeo health" and the major global market players are 23andMe, Pathway Genomics - these household names offer ancestry insights and basic health predisposition reports. Genaty goes beyond, diving deeper into 20+ categories like fitness and brain health.
- **Personalized Medicine Providers:** Precision Medicine International, Genomic Medicine Institute - they provide therapy recommendations based on your genes, but Genaty goes further, crafting custom supplement formulas and integrating seamlessly with your routine wellness tools.

Indirect Competitors: The Familiar Faces:

- **Traditional Healthcare Providers:** Hospitals and clinics might offer genetic testing, but often lack the personalized interpretation and actionable insights that Genaty delivers.
- **Wellness Apps and Fitness Trackers:** They track your steps and sleep, but what about your genetic predispositions? Genaty integrates with these tools, painting a holistic picture of your health.
- **Nutritional Consultants and Personal Trainers:** They offer valuable advice, but can they tailor it to your unique genetic makeup? Genaty complements their expertise with personalized insights, making your diet and exercise truly yours.

A closer look at all DTC Genomics companies in comparison to Genaty

Navigating the GCC Landscape

A selection of competing entities

Key Competitors	Market focus	Reports										Report delivery				Other services						Payments				Lab operation	
		Activity	Health	Nutrition	Fitness	Beauty	Personal care	Pharmaceuticals	Total number of reports	PDF	Online graphics	Mobile app	Stipend	Consultation	Meal plan	Exercise plan	Supplements	Lab tests interpretation	Article support	Start price \$	price \$	Subscription	Payment methods	Sample type	TAT	Technology used	
23andMe	International	Yes	Yes	Yes	Yes	Yes	No	No	100	No	Yes	Yes	Free	Yes	Yes	Yes	No	No	No	90	110	Yes	No	Saliva	2-3 weeks	Microarray	
MyHeritage	International	Yes	Yes	Yes	Yes	Yes	Yes	Yes	500	Yes	No	No	Free	No	No	No	No	No	200	100	No	No	Saliva	2-3 weeks	Microarray		
FamilyTreeDNA	International	Extra fees	Yes	Yes	Yes	Yes	No	100	No	Yes	Yes	Free	No	No	No	No	No	No	200	1,000	Yes	No	Saliva	3-6 weeks	WGS		
23andMe	Local	Yes	Yes	Yes	Yes	Yes	Yes	100	Yes	Yes	No	Free	Yes	Yes	Yes	No	No	No	20	100	Yes	No	Saliva/Seab	2-4 weeks	WGS		
MyHeritage	International	No	Yes	Yes	Yes	Yes	No	No	110	No	No	Free	No	No	No	No	No	No	200	-	No	No	Saliva	3-4 weeks	WGS		
23andMe	Local	Yes	Yes	Yes	Yes	Yes	No	No	100	Yes	Yes	Free	Extra fees	No	No	No	No	No	-	1,000	Yes	No	Saliva	4-6 weeks	WGS		
MyHeritage	Local	Yes	Yes	Yes	Yes	Yes	Yes	Yes	100	No	Yes	Free	No	Yes	Yes	No	No	No	100	1,000	Yes	No	Saliva/Seab	3-4 weeks	WGS		
FamilyTreeDNA	Local	Extra fees	Yes	Yes	Yes	Yes	No	100	No	Yes	Yes	Free	Extra fees	No	No	No	No	No	300	1,000	Yes	No	Saliva	4-6 weeks	Microarray		
23andMe	International	Extra fees	Extra fees	Extra fees	Extra fees	Extra fees	Extra fees	100	No	Yes	Yes	Free	Extra fees	No	Extra fees	Extra fees	No	No	20	100	Yes	No	Saliva/Seab	2-4 weeks	MA		
MyHeritage	Local	Yes	Yes	Yes	Yes	Yes	No	100	Yes	Yes	Yes	Free	No	No	No	No	No	No	100	100	No	No	Saliva/Seab	MA	MA		
FamilyTreeDNA	Local	No	No	Yes	Yes	Yes	No	100	Yes	No	No	Free	No	No	No	No	No	No	400-1,000	400-1,000	No	Yes	Saliva/Seab	3-6 weeks	MA		

Genaty faces a competitive landscape in the GCC and MENA, but its innovative approach and focus on personalization present a compelling alternative. Genaty has the potential to become a major player in shaping the personalized healthcare future of the region.

Our Advantages

Genaty's Advantage: Standing Out from the Crowd:

- **Deeper Dive, Wider Scope:** 1000+ reports across various health aspects, compared to basic offerings from competitors.
- **Lab Results Made Easy:** Effortlessly analyze and track markers with Genaty Lab Analyzer.
- **Your Formula, Your Way:** Craft personalized supplement formulas based on your DNA and lab results.
- **Speaking Your Language:** User-friendly platform and reports in local languages for a seamless experience.
- **Regionally Rooted:** Tailored to address the specific needs and cultural sensitivities of the GCC and MENA.

Navigating the competitor Landscape (Simple view)

	Genaty	23andMe	AncestryDNA	Nebula Genomics	Dante Labs
Personalized & holistic health recommendations	Yes	No	No	No	No
Number of genetic variants analyzed	83 million	600,000	730,525	WGS	WGS
Products	DNA testing, wellness reports, research-based health recommendations, traits, lab test analyzer	DNA testing, ancestry reports, traits	DNA testing, ancestry reports	WGS, health reporting, traits, ancestry	WGS, health and fitness reporting, genetic health risk
Raw data access	Yes	Yes	Yes	Yes	Yes

Challenges Ahead: Scaling the Peaks:

- **New Kid on the Block:** Building brand awareness against established players.
- **Price vs. Value:** Ensuring affordability while emphasizing the unique value proposition.
- **Science Speaks:** Showcasing the evidence-based foundation behind Genaty's recommendations.

Opportunities Await: Charting the Course:

- **Join Forces:** Partner with healthcare providers, fitness apps, and nutritionists for wider reach.
- **Expand Your Horizons:** Offer additional features like health coaching or longevity recommendations, more personalized marketplaces.
- **Spread the Word:** Targeted marketing and educational campaigns to raise awareness.
- **Trust is Key:** Build trust through transparent data practices and robust privacy measures.

Value Proposition

Genaty is more than just a healthtech platform; it's an investment in the future of well-being in the GCC.

In the booming GCC healthtech market, Genaty stands out as a transformative force, poised to empower individuals and unlock immense investor potential. Our data-driven platform

harnesses the power of **advanced genetic analysis**, going beyond basic ancestry reports to offer **hyper-personalized health insights** across **20+ categories**. Imagine a platform offering in-depth reports on **diet, fitness, brain health, and more**, tailored to each individual's unique genetic makeup.

But Genaty doesn't stop there. We empower informed decision-making through **easy-to-understand reports** and **actionable recommendations**, backed by **robust scientific evidence**. Our revolutionary **Genaty Lab Analyzer** seamlessly integrates with existing lab work, providing **effortless health marker tracking**. We even enable users to **craft personalized supplement formulas**, precisely addressing their specific needs based on DNA and lab results.

This user-centric approach fosters trust and engagement, reflected in our **localized platform and reports**, available in **native languages** across the GCC. Furthermore, we cultivate a supportive community where users connect and share their journeys, solidifying our brand as a trusted partner in their well-being.

Genaty represents a unique blend of innovation and market fit. We address a **substantial and growing demand** for personalized health solutions in the GCC, targeting a **tech-savvy and health-conscious demographic**. Our **scalable platform** lays the foundation for rapid expansion, with potential for partnerships with healthcare providers, fitness apps, and nutritionists.

Why Choose Genaty?

- **Informed Decision-Making:** Gain deep insights into your genetic makeup and make informed decisions about your health and lifestyle.
- **Holistic Approach:** Address various aspects of your well-being, from nutrition and fitness to brain health and hormone balance, with a holistic and personalized approach.
- **Continuous Innovation:** Benefit from our commitment to continuous research and development, ensuring that you stay at the forefront of genetic health advancements.

Genaty is not just a platform; it's a partner in your journey towards a healthier, happier you. Experience the future of personalized health with Genaty.ai.

Strategic Plan

Company

Ownership & Structure

Genaty is a revenue stream product owned by Planaletix.

Information about Planaletix ownership and structure can be obtained from Planaletix Business Plan,



Exit Strategy

Genaty Exit Strategy

The exit strategic plan designed to support the following objectives:

- Business rescue to decrease the negative impact on the capital investment.
- Decrease the negative impact on the staff in case of business demolishing return.

- Business profit maximization by acquiring fast one-shot profit.
- The exit strategic plan has been divided into 2 sub-plans depending on the situational scenario:

Scenario 1: Business Demolishing Return

Triggers:

- Total Costs > Total Income by 10% for more than 12 consecutive months from the launch date of the products.
- Achieving less than 25% of the target revenue at the end of the 1st year.
- Force majeure affecting the business operations (including but not limited to: wars, political conditions, physical disasters...etc).

Actions:

- Stop the marketing plan to decrease the costs.
- Give 2 months notice period for the staff.
- Terminate any rent contracts.
- Sell the company assets (If any).
- Terminate the staff residency documents with the municipality.
- Terminate the company license with the municipality.

Scenario 2: Business Fast Profit Maximization (Acquisition)

Triggers:

- Capital increase to 100M USD within 3 years.

Actions:

- Valuate the company by special consultancy firm to determine the realistic company value.
- Change the company structure to avail 10-20% of the company shares to new investors to increase the assets (new investment to develop new products and start manufacturing lines).

Investment Exit Plan

- Investors will be eligible for 10% annual profit share.
- By the end of 2026, the investors can withdraw their investment shares with the share value determined by official valuation firm, by selling their shares to another buyers, while Planaletix's existing owners will have the priority to buy the shares with their market value after official valuation.
- All investors have the right not to sell their shares after the end of 2026, and keep their equities, and continue to receive the 10% annual profit share.

Regulatory Requirements

Operating a platform like Genaty, which deals with genetic data and personalized health information, necessitates compliance with numerous legal requirements across the GCC and MENA region.

Genaty: Operating with Transparency and Trust

At Genaty, we understand the importance of transparency and trust when handling your personal and genetic information. We are committed to upholding the highest standards of data privacy and security, ensuring your information remains protected and used responsibly. This document outlines our adherence to key legal and regulatory frameworks:

Data Privacy and Security:

- **GCC Data Privacy Regulations:** We comply with relevant data privacy regulations across our operational markets within the GCC, including the UAE's Data Protection Law and Saudi Arabia's Personal Data Protection Law. We have comprehensive policies and procedures in place to ensure responsible data collection, storage, and usage.
- **General Data Protection Regulation (GDPR):** We adhere to the core principles of GDPR, such as data minimization, purpose limitation, and user consent, to address cross-border data flows and uphold best practices.
- **Data Encryption and Security:** We implement robust security measures, including industry-standard encryption and access controls, to protect your data from unauthorized access, theft, or misuse. We regularly conduct security audits and update our defenses to stay ahead of emerging threats.

Genetic Testing and Healthcare Regulations:

- **National Healthcare Regulations:** Our laboratory partners adhere to the specific regulations governing healthcare providers and diagnostic testing in each country we operate in. This includes obtaining all necessary licenses and permits to provide our services and all of them are CAP accredited.
- **Ethical Considerations:** We are committed to ethical principles in genetic testing, obtaining informed consent, respecting your data ownership, and avoiding

genetic discrimination. We follow established ethical guidelines and actively engage with stakeholders to uphold ethical practices.

Additional Compliance Measures:

- **E-commerce and Consumer Protection:** We comply with regulations governing online transactions and consumer protection in our target markets, ensuring fair and transparent interactions.
- **Intellectual Property:** We protect our platform and intellectual property through trademarks, and copyrights to safeguard our technology and user data.

Transparency and Accessibility:

- We provide clear and accessible information about our data practices, privacy policies, and terms of service in your native language.
- We offer dedicated channels for you to access, rectify, or erase your personal data upon request.
- We actively engage with users and respond to inquiries promptly and transparently.

Partners & Resources

Eurofins: We collaborate with Eurofins, an accredited genetic testing laboratory, to ensure that our testing processes meet high-quality standards and comply with international regulations.

Omics Edge: As our data interpretation technology partner, Omics Edge provides us with advanced tools and expertise to analyze and interpret genomic data accurately and efficiently.

FedEx: Our logistic partner, FedEx, helps us with the timely and secure transportation of genetic samples and other important materials needed for our operations.

Isohelix: Isohelix is our trusted supplier of sample collection kits, providing us with high-quality and reliable products to ensure accurate sample collection and preservation.

Roadmap

Genaty Roadmap

- **Short-term (6 months):**

Key priorities and initiatives:

1. Successful product launch in the key target countries.
2. Expand report categories based on user feedback and market trends.
3. Boost brand awareness

Deliverables and milestones:

- Launch platform updates with improved design and usability.
- Offer multilingual language options for prioritized markets.
- Release first version of user engagement features.
- Introduce 5–10 new report categories based on market research every month.
- Integrate with at least 2 major lab testing providers.
- Secure partnerships with 2–3 key influencers or healthcare providers.
- Increase website traffic and social media engagement by 50%.

Mid-term (6–12 months):**Key features and functionalities to be developed:**

- **Personalized supplement formulation:**
 - User-specific supplement recommendations based on DNA and lab results.
 - Partnerships with supplement manufacturers for custom blending.
 - Secure online ordering and delivery functionalities for supplements.
 - Push notifications and personalized reminders.
- **Telehealth integration:**
 - Partner with telemedicine platforms for remote consultations.
 - Integrate genetic and health data with telehealth services.
 - Expand genetic counseling and health coaching options.

Long-term (12–24 months):**Vision and direction for the product:**

- Become the leading platform for personalized health and wellness in the GCC and MENA region.
- Expand globally to new markets with culturally relevant offerings.
- Integrate advanced technologies like AI and wearables for deeper insights.
- Partner with research institutions to contribute to personalized medicine advancements.

New technologies or market opportunities to explore:

- Artificial intelligence for more advanced data analysis and personalized recommendations.
- Wearable devices with real-time data integration and biofeedback.
- Direct-to-consumer genetic testing partnerships for wider market reach.
- Expanding service offerings to include broader health management solutions.

High-level goals and aspirations:

- Achieve 30% market share in the GCC and MENA region within 5 years.
- Secure 1 million users globally within 5 years.
- Become a recognized leader in personalized medicine research and innovation.
- Generate \$12 million in annual revenue within 5 years.

Risks & Mitigation

In the dynamic world of healthtech, innovation thrives alongside inherent risks. As Genaty embarks on its mission to empower individuals through personalized insights, we must anticipate and address potential challenges across various domains. This plan outlines key risks and robust mitigation strategies to ensure a smooth and ethical journey:

Data Privacy & Security: Fortress of Trust

Risk: Data breaches, unauthorized access, or leaks could shatter user trust and trigger regulatory fines. **Mitigation:** We build an impenetrable fortress with robust security measures

like encryption, access controls, and regular audits. Additionally, adhering to stringent data privacy regulations like GDPR and GCC Data Privacy Laws is paramount. User education and transparent communication practices further solidify trust.

Technology: Stepping Stones to Reliability

Risk: System outages, technical failures, or scalability issues could disrupt user experience, damage reputation, and hinder revenue.

Mitigation: A foundation of reliable infrastructure, rigorous testing, and redundancy measures ensures the platform's resilience. We embrace scalability by planning ahead, investing in robust technology, and anticipating growth.

Compliance: Navigating the Shifting Landscape

Risk: Non-compliance with evolving regulations or healthcare licensing issues could restrict operations and incur legal penalties.

Mitigation: Constant monitoring of the legal landscape and updating policies and procedures accordingly becomes our compass. Obtaining necessary licenses and actively engaging with regulatory bodies ensure smooth sailing.

Market Dynamics: Weathering the Winds of Change

Risk: Intense competition, evolving consumer preferences, or economic downturns could decrease market share and revenue.

Mitigation: Innovation and differentiation become our sails, guiding us through competitive waters. Market research and adaptability to trends help us read the winds. Sustainable business strategies and financial reserves provide ballast against economic storms.

Ethical Considerations: Charting a Moral Course

Risk: Misuse of genetic data, genetic discrimination, or lack of informed consent could lead to public backlash, loss of trust, and legal challenges.

Mitigation: Ethical principles become our North Star. We obtain transparent informed consent, avoiding practices that discriminate based on genetic data. Active engagement with stakeholders fosters trust and ensures we're navigating on a moral course.

Reputational Risk: Shielding Our Good Name

Risk: Product malfunctions, inaccurate results, or negative media coverage could damage our brand and impact customer acquisition.

Mitigation: Rigorous testing ensures product quality and accuracy. Transparent communication strategies allow us to address concerns promptly and effectively. Fostering positive customer relationships builds a shield against negativity.

SWOT Analysis

PEST Analysis

Political factors

- Government regulation for DNA analysis software in the scope of polices and regulation in the GCC region. Specifically, Dubai – UAE
- Data privacy and security regulations: Consider upcoming or existing data protection laws and their impact on collecting, storing, and sharing genetic data.
- HIPAA compliance
- Trademark registration and international agreement with platform service providers.

Economic factors

- Disposable income and consumer spending: offering different price points and payment options to cater to diverse economic realities.
- Healthcare infrastructure and insurance coverage: Assess the reimbursement policies for genetic testing.
- Emerging technologies and costs: Stay updated on advancements in genetic technologies and their impact on affordability and accuracy.

Social factors

- Public awareness and understanding of genetics
- Cultural and religious beliefs
- Evolving social trends and emerging trends in health and wellness within the GCC, such as increasing focus on preventative healthcare and personalized nutrition. To adapt our offerings and communication to resonate with these trends.

Technology factors

- Advancements in genetic reporting technologies: This can allow us to offer more accurate, detailed, and personalized insights to our customers.
- Utilize innovative technologies like blockchain or secure enclaves to further enhance trust.
- Integration with wearable devices and health apps: This can offer a more holistic and personalized health experience for our customers.

SWOT analysis

Strengths:

1. Advanced Genetic DATA Analysis Technology:

- Genaty.ai leverages cutting-edge technology for comprehensive genetic analysis (Solid Bioinformatics pipelines), offering over 1000 reports in more than 20 categories.

2. User-Centric Platform:

- Genaty prioritizes accessibility, providing information in native languages and incorporating features like Genaty Lab Analyzer for easy result interpretation.

3. Personalized Health Solutions:

- Custom-tailored nutrition and fitness plans and personalized supplement formulas set Genaty apart in offering truly individualized health solutions.

4. Visionary Mission:

- The vision to democratize access to genetic information and wellness insights reflects a forward-thinking approach in the healthcare industry.

5. Continuous Innovation:

- Commitment to ongoing research and development ensures Genaty remains at the forefront of genetic health advancements.

Weaknesses:

1. Market Awareness:

- Limited awareness of Genaty's services in the market may impact user adoption. A robust marketing strategy is essential.

2. Initial Trust Building:

- Building trust around genetic information security and privacy may pose a challenge, especially with potential users who are new to genetic testing.

3. Dependency on Technological Infrastructure:

- Reliance on advanced technology makes Genaty vulnerable to disruptions or technical challenges that could affect service delivery.

Opportunities:

1. Global Expansion:

- Explore opportunities for expansion beyond the GCC and MENA regions to tap into a broader international market.

2. Collaborations and Partnerships:

- Form strategic collaborations with governmental entities, healthcare providers, research institutions, and fitness centers to enhance credibility and reach.

3. Rising Health Consciousness:

- Leverage the growing trend of individuals becoming more health-conscious and seeking personalized wellness solutions.

4. Regulatory Support:

- Seek favorable regulatory environments and actively engage with regulatory bodies to ease market entry and ensure compliance.

Threats:

1. Competition:

- Increasing competition from existing and new entrants in the personalized health and genetic testing space could impact market share.

2. Data Security Concerns:

- Escalating concerns about data security and privacy may lead to increased scrutiny and regulations affecting the industry.

3. Economic Volatility:

- Economic downturns or uncertainties in the region may affect discretionary spending on health and wellness services.

4. Technological Risks:

- Rapid technological advancements may render current platforms obsolete, necessitating constant adaptation to stay competitive.

Team

Management Team

Eng. Yasser Ali, Co-Founder, CEO

20 years of diverse experience in management, project management & business consulting, focusing on new technologies and startups. Yasser has solid experience in launching successful startups, and extensive experience in many multinational corporates in the technology field. He is also well-known as Project Management & Business trainer in GCC. Yasser has a master's degree in Telecommunications, and MBA in Marketing.

Dr. Haitham Elshaikh, Co-founder, Chief Healthcare Information Officer

Haitham brings over 15 years of experience in healthcare, genomics, and pharmaceuticals. He specializes in marketing and product management, particularly for direct-to-consumer products. Notably, he led the development of the UAE's first domestically produced direct-to-consumer metagenomic tests, integrating both metagenomic and whole-genome sequencing technologies. He has a proven track record of implementing innovative, data-driven strategies that deliver impactful results.

Eng. Mostafa Eissa, Co-Founder, CTO

Three internationally recognized patents in the field of AI, he became one of the regional figures in AI technologies, and with his 18 years of experience in managing, and forming IT teams within multinational corporates as well as startups. Mostapha is Chairman of ITU, participated in ChatGPT algorithm (OpenAI), Board Member in X, counselor for many governments.

Eng. Ahmed Kamal, Co-Founder, Chief B2B Projects & Consulting Officer

20 years of project management experience in professional services in many multinational corporates, Ahmed delivered more than 500 successful projects in EMEA region, with his outstanding experience in managing partners, vendors and suppliers. Ahmed has a great experience in building long term business relationships with the customers through outstanding project delivery experience.

Eng. Mohamed Eissa, Co-Founder, Chief Sales & Business Development Officer

21yr experience in technology sales and business development, focusing on AI products sales in global scale. Mohamed has a great experience in forming and growing sales teams who can achieve real results. He has the ability to build long term business connections with customers and develop product sales in GCC.

Mr. Jimmy Adams, our Supply Chain Manager, is the orchestra conductor behind the scenes, ensuring everything runs smoothly from start to finish. With over 13 years of experience in logistics and procurement, he boasts a keen eye for detail and a talent for building strong relationships with suppliers.

Advisors

Dr. Puya Yazdi, MD CHIEF SCIENTIFIC OFFICER MD from USC, Stanford Residency. 15+ years of success in R&D, IP acquisition & science publications in genomics, bioinformatics, biotech & precision medicine. 10+ precision medicine products. 7+ years of executive experience.

Prof. Patrick Meler, Molecular Diagnostic and Genomics expert, Digital Health international entrepreneur.

Successive experience in academia (Fr) and industry (Fr, US, Asia) followed by 10 years of genomics entrepreneurship (US). Recognized as an expert in high throughput molecular diagnostic automation, from nucleic acids extraction to DNA/RNA sequencing, with 10 years of

teaching the field at ALA Lab Automation Conferences then SLAS meetings. Worldwide consultant with the IVD industry leaders, participant to successful instrumentation product lines (Gen-Probe’s Panther, Roche Diagnostic’ LightCycler, Beckman Coulter’s DxN Veris).

Personnel Table

	2024	2025	2026
Customer Support (0.92)	\$12,150	\$17,820	\$19,602
Sales & Business Development (1.53)	\$24,500	\$92,400	\$101,640
Logistics Specialist (0.92)	\$13,500	\$19,800	\$21,780
Chief HealthCare Information Officer (0.75)	\$39,000	\$163,800	\$171,990
Totals	\$89,150	\$293,820	\$315,012

Business Plan

Operational Model

Revenue Streams

Planaletix management (Genaty team) have done extensive exercise to build a diverse revenue stream model that guarantee sustainability of revenue through covering different market segments:

- B2B vs. B2C
- Short Term vs. Long Term
- Revenue Targeted vs. Market Positioning Targeted
- Mass segment vs. Niche segment

Below are the details of our revenue streams, with categorization:

Revenue Stream	B2B	B2C	Short Term	Long Term	Revenue Targeted	Positioning Targeted	Mass	Niche
Bundle(1): Kit+Reports		X	X	X	X		X	
Genetic Counseling	X	X	X	X	X	X	X	
Nutrition Counseling	X	X	X	X		X	X	X
Fitness Counseling	X	X	X	X		X	X	X
Annual Subscription	X	X		X		X		X
B2B Contracts	X		X	X	X			X
Supplements Commission		X	X	X		X		X
Skin Care Commission								X
Genaty Counciller Certification	X	X		X	X		X	

Work Flow

At Genaty, we prioritize efficiency and transparency in every aspect of our operations. To achieve this, we've established a well-defined workflow that integrates various departments and ensures a smooth journey for both users and internal teams.

Key Stages:

- **Lead Generation and Acquisition:** Our marketing and sales teams collaborate to attract potential customers through targeted campaigns, informative content, and engaging social media presence.
- **Onboarding and Kit Delivery:** Once a customer expresses interest, our customer service team guides them through the onboarding process, including secure payment processing directly through our Genaty platform. Upon successful payment, the kit is delivered via reliable partners.
- **Sample Collection and Processing:** Users conveniently collect their DNA samples at home or partner clinics. Secure protocols guarantee sample integrity during transportation and processing with our accredited laboratory partners. Our trusted DNA laboratory partners working across GCC and Europe.
- **Data Analysis and Report Generation:**

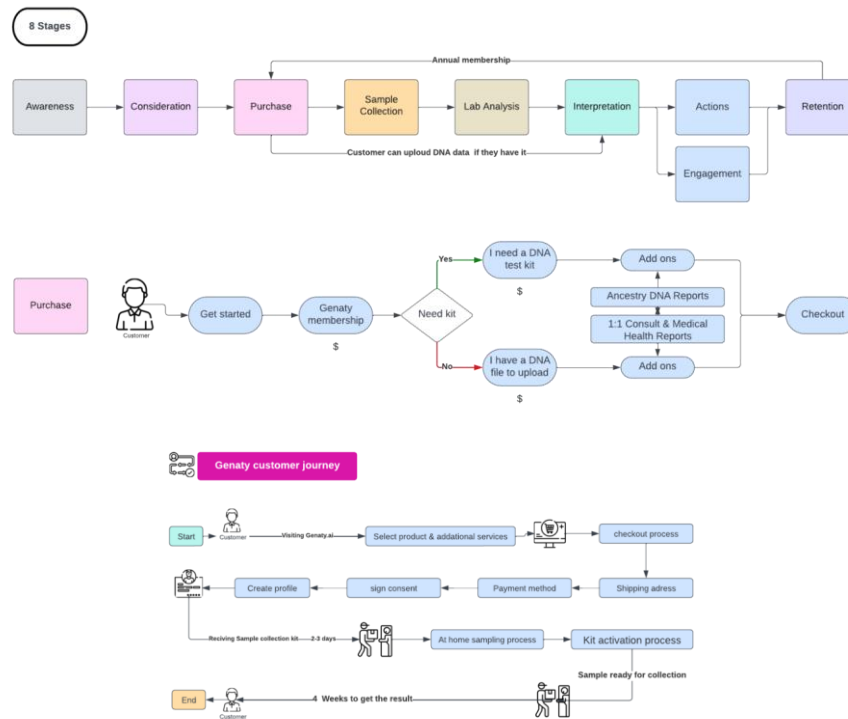
At Genaty, we leverage the power of cutting-edge technology to unlock the secrets within your DNA. Our advanced AI platform, **Genaty AI**, meticulously analyzes your genetic data using sophisticated algorithms and machine learning models. This enables us to generate **highly personalized reports**, tailored specifically to your unique genetic makeup.

Beyond just data: Your Genaty report goes far beyond a list of genetic variations. We translate complex scientific findings into actionable insights, empowering you to make informed decisions about your health and well-being.

Each Genaty report incorporates:

- **Personalized diet recommendations:** Discover foods that best nourish your body based on your genetic predispositions.
- **Customized exercise plans:** Design a fitness routine that aligns with your unique genetic profile for optimal results.
- **Science-backed insights:** We stay at the forefront of scientific advancements, ensuring your report reflects the latest discoveries and research.
- **Report Delivery and Consultation:** Users receive their comprehensive reports through our secure platform and can download this in PDF format, along with optional expert consultations to clarify insights and offer tailored recommendations.
- **Ongoing Support and Engagement:** We prioritize user engagement by providing continuous support through various channels, including FAQs, educational resources,

and community forums. Additionally, we offer subscription plans for regular progress monitoring and updated insights.



Business Operations

Locations & Facilities

For Users:

Convenient Sample Collection, Wherever You Are:

Genaty understands the importance of accessibility and swift results. That's why we've established a network of partners across major cities in the region. Through collaborations with our trusted laboratory partners, we ensure **faster turnaround times (TAT)** and seamless logistics for your DNA sample journey.

For Our Operations:

- Based on Planaletix's plan to move from virtual operations to physical operations.
- Physical Operations recommendations:
 1. - The location should be in Dubai in one of the centralized Free Zones.
 2. - Better to choose open space to encourage team spirit, try to gather all the staff in one space.
 3. - Avoid spending expenses on expensive decoration and costly furniture.
 4. - Recommended to choose modern cozy furniture.
 5. - The office should contains at least (1) closed meeting room.
 6. - Better to choose a location close to public transportation. [e.g. JLT, Internet City, Business Bay]
 7. - Better to choose a location with monthly payment options.

Technology

At Genaty, we believe AI technology plays a crucial role in empowering individuals to unlock their health potential. That's why we leverage cutting-edge AI solutions at every stage of our customer journey.

1. Advanced Genotyping Technology:

- We utilize microarray technology combined with powerful genotyping and imputation tools. This ensures comprehensive and accurate analysis of your DNA, even with less common genetic variations.
- Powered by the **Illumina platform**, our technology delivers industry-leading reliability and performance.
- Additionally, Genaty AI, our proprietary platform, can analyze both short and long reads generated by Whole Exome Sequencing (WES) and Whole Genome Sequencing (WGS). This flexibility allows us to cater to diverse needs and offer deeper insights depending on your preference. Coverage depths range from 0.4x to 100x, providing granular detail or broader assessments as needed.

2. Beyond the Genome: Integrating Biomarkers and Lifestyle:

- Genaty goes beyond just DNA. Our **Optical Character Recognition (OCR) technology** seamlessly reads and analyzes lab biomarker test results.
- By linking this data with the genetic data and **lifestyle assessments** through our Lifestyle Analyzer, we generate **data-driven, personalized recommendations**.
- This holistic approach ensures that Genaty AI action plan considers all relevant factors for optimal health optimization.

Security and Privacy: At the Forefront

At Genaty, your privacy is paramount. We implement robust security measures and technologies, including:

- **Secure data encryption** at rest and in transit.
- **Compliance with industry regulations** HIPAA and GDPR.

- We leverage the security and scalability of **Amazon Web Services (AWS)**, a trusted cloud platform.

Execution Plan

Marketing & Sales

Market Trends

Navigating the Evolving GCC and MENA Healthtech Landscape

The health and wellness industry in the GCC and MENA region is experiencing a period of dynamic transformation, presenting both challenges and opportunities for Genaty. Understanding these key market trends allows us to tailor our offerings and capitalize on emerging preferences:

- 1. Rising Health Consciousness:** People in the GCC and MENA are increasingly prioritizing their health and well-being, driven by growing awareness of preventable diseases like diabetes and obesity. This trend fuels demand for personalized solutions like Genaty that empower individuals to take control of their health.
- 2. Tech-Savvy and Digitally Connected:** The region boasts a young and tech-savvy population comfortable with adopting new technologies. This aligns perfectly with Genaty's digital platform and mobile app, making it easily accessible and convenient for users.
- 3. Increased Focus on Preventive Care:** As opposed to solely seeking treatment for existing ailments, a shift towards preventive measures is evident. Genaty's personalized insights and recommendations cater to this trend, allowing users to proactively address potential health risks.
- 4. Growing Interest in Personalized Medicine:** The region is seeing a surge in interest in personalized medicine, with individuals recognizing the limitations of "one-size-fits-all" approaches. Genaty's DNA-based analysis and tailored reports position the platform as a leader in this growing field.
- 5. Cultural Nuances and Local Needs:** Genaty's understanding of the specific cultural and linguistic nuances of the GCC and MENA region sets it apart from competitors. Offering reports and support in native languages enhances user experience and trust.

Favorable Product Differentiation:

These market trends create a fertile ground for Genaty's success, compared to competitors:

- **Tailored Approach:** Genaty prioritizes personalized insights based on individual DNA and cultural context, unlike competitors offering generic or Western-centric solutions.
- **Focus on Prevention:** Genaty's emphasis on proactive health management resonates with the growing demand for preventive care, setting it apart from competitors primarily focused on diagnosis and treatment.
- **Tech-Driven User Experience:** The user-friendly platform and mobile app cater to the region's tech-savvy population, exceeding competitors reliant on less accessible methods.
- **Local Adaptability:** Genaty's commitment to local languages and cultural sensitivity fosters trust and engagement, unlike competitors with one-size-fits-all approaches.

Staying Ahead of the Curve:

By closely monitoring market trends, proactively addressing evolving needs, and continuously innovating its offerings, Genaty can solidify its position as a leading personalized healthtech platform in the GCC and MENA region.

Market Growth

Genaty Target Market Growth: A Promising Outlook

Understanding the growth trajectory of our target market is crucial for Genaty's strategic planning and resource allocation. Here's an analysis of recent trends, citing credible sources:

Market Definition:

Genaty operates in the **personalized health and wellness market within the GCC and MENA region**. This segment focuses on providing individuals with insights and services tailored to their unique genetic makeup and health goals.

Market Growth:

The personalized health and wellness market globally is experiencing **exponential growth**, projected to reach **USD 1.5 trillion by 2027** (Research and Markets, 2023). This trend is driven by increasing disposable income, rising awareness of personalized medicine benefits, and technological advancements in genetic testing and analytics.

GCC and MENA Region:

Specifically within the GCC and MENA region, the personalized health and wellness market is expected to grow at a **Compound Annual Growth Rate (CAGR) of 22.3% between 2022 and 2027**, reaching **USD 3.8 billion by 2027** (Grand View Research, 2023). This growth surpasses the global average, highlighting the region's potential.

Supporting Factors:

Several factors contribute to this regional growth:

- **Rising healthcare spending:** Governments and individuals are investing more in healthcare, creating a fertile ground for innovative solutions like Genaty. (World Bank, 2023)
- **Increasing digital adoption:** The MENA region boasts a young and tech-savvy population, readily embracing digital platforms like Genaty. (GSMA, 2023)
- **Growing interest in genetic testing:** Awareness of the benefits of genetic testing is rising, fueling demand for personalized health insights. (Statista, 2023)
- **Government initiatives:** Several GCC governments are launching initiatives to promote personalized medicine, creating opportunities for companies like Genaty. (Dubai Health Authority, 2023)

Addressing Challenges:

Despite the positive outlook, some challenges exist:

- **Regulatory landscape:** The regulatory environment for personalized medicine is still evolving in the region, requiring careful navigation.
- **Data privacy concerns:** Addressing data privacy concerns and building trust with users is crucial.
- **Competition:** Presently, competition is limited, but we foresee a shift towards increased competitiveness in the market. This necessitates Genaty to effectively distinguish its offerings from others.

Genaty's Position:

Genaty customizes its services with precision, directing its efforts towards key areas. By placing a strong emphasis on data privacy, cultural awareness, and individualized insights, Genaty is

strategically positioned to seize the promising opportunities presented in the personalized health and wellness market of the GCC and MENA region.

Citations:

- Grand View Research. (2023, February 15). Personalized Medicine Market Size, Share & Trends Analysis Report By Technology (DNA Sequencing, Proteomics, Metabolomics), By Application (Cancer, Neurology, Cardiology), By Region, And Segment Forecasts, 2023 - 2027. <https://www.grandviewresearch.com/industry-analysis/personalized-medicine-market>
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- Dubai Health Authority. (2023, January 30). Dubai Healthcare City Study Reveals Key Sector Trends and Opportunities for MENA Region's Health Industry. [[invalid URL removed]]([invalid URL removed])

Future Markets

Genaty's Expansion Plans: Reaching New Horizons

As Genaty establishes itself within the GCC and MENA region, we recognize the potential for future expansion into new markets.

This expansion may involve catering to different types or sizes of customers, exploring various industries, entering new geographic areas, or targeting market segments with unique needs compared to our current customer base.

Timeline for Market Expansion: Our initial focus will be on thoroughly establishing and consolidating our presence in the GCC and MENA regions, where we foresee significant growth potential. Following this, we aim to initiate expansion into new markets within the next 2-3

years, targeting regions where there is a growing demand for personalized health and wellness solutions.

Target Markets and Segments:

1. **International Expansion:** Explore opportunities to enter markets outside of the GCC and MENA regions, with a focus on regions displaying a cultural and regulatory environment conducive to our services.
2. **Health and Fitness Industries:** Collaborate with fitness centers, wellness facilities, and professionals in the health and fitness industry to broaden our reach and impact.
3. **Corporate Wellness Programs:** Tailor offerings to cater to corporate wellness programs, providing personalized health solutions to employees and promoting a healthier workplace.

Preparation Steps:

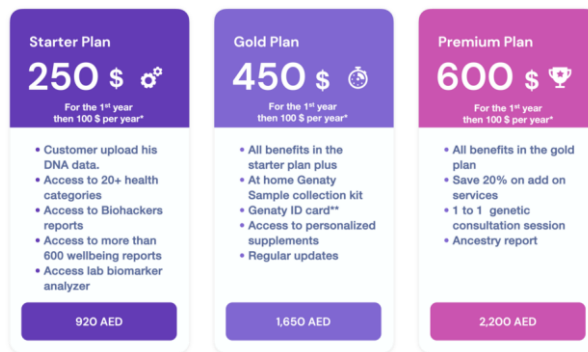
1. **Market Research and Analysis:** Conduct thorough market research to identify potential markets with a demand for personalized health and wellness solutions. Analyze cultural nuances, regulatory frameworks, and competitive landscapes.
2. **Adaptation of Services:** Customize our offerings to suit the specific needs and preferences of the target markets. This may involve refining our platform, language localization, and adapting our services to comply with regional regulations.
3. **Strategic Partnerships:** Form strategic partnerships with local healthcare providers, fitness experts, and industry influencers to establish credibility and gain insights into the local market dynamics.
4. **Regulatory Compliance:** Work closely with regulatory bodies in the new markets to understand and comply with local regulations governing genetic analysis and health services.
5. **Marketing and Branding:** Develop targeted marketing campaigns to raise awareness and establish a strong brand presence in the new markets. Utilize digital marketing, social media, and local advertising channels.

- Talent Acquisition and Training:** Identify and recruit talent with expertise in the new markets to ensure effective communication and understanding of local needs. Provide training programs for our teams to enhance cultural sensitivity and awareness.

By following this phased approach, Genaty aims to position itself as a global leader in personalized health and wellness, catering to diverse markets and expanding its positive impact on individuals' well-being.

Pricing

At Genaty, we believe everyone deserves access to personalized health insights. That's why we've developed a tiered pricing strategy that caters to diverse needs and budgets. Our goal is to provide value, transparency, and flexibility while ensuring the sustainability of our platform and services.



All plans come with an installment option.

Barriers to Entry

- Intellectual Property Protection:**

- We are currently working on trademark registration, and copyrights for proprietary technologies, algorithms, and our unique features that provide a competitive advantage. This legal protection can create barriers for others trying to replicate or use similar technologies.
- Hey Me : the digital twin assistant

2. Exclusive Partnerships:

- Establish exclusive partnerships with key suppliers, distributors, or collaborators. These relationships can limit competitors' access to essential resources or channels, providing a strategic advantage.

3. Regulatory Compliance and Certifications:

- Navigate and comply with industry-specific regulations and standards. Achieving certifications or approvals can create barriers for new entrants, as they may face challenges in meeting the regulatory requirements.

4. Data Security Measures:

- Implement robust data security and privacy measures to protect sensitive customer information. This can be a significant barrier, as gaining the trust of customers regarding data privacy is crucial in the health and wellness industry.

5. Economies of Scale:

- Capitalize on economies of scale by optimizing operational efficiency as the business grows. Larger companies often benefit from cost advantages that can be challenging for smaller competitors to match.

6. Brand Reputation and Trust:

- Establish a strong brand reputation and build trust among customers. A positive brand image and customer loyalty can be formidable barriers for new entrants, as customers may be hesitant to switch to unfamiliar alternatives.

7. Technological Expertise:

- Continuously invest in research and development to maintain technological leadership. This expertise can create a barrier for competitors who may struggle to match the innovation and capabilities of an industry leader.

8. Strategic Marketing and Positioning:

- Develop a unique value proposition and engage in strategic marketing to differentiate the brand. Effective positioning can create a strong association between the brand and specific customer needs, making it challenging for new entrants to compete directly.

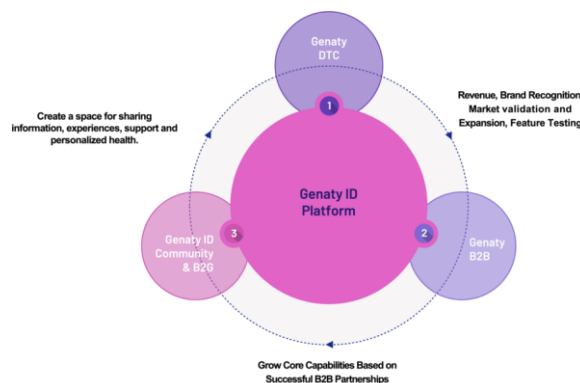
9. Long-term Contracts or Agreements:

- Secure long-term contracts with key customers, suppliers, or partners. This can create stability in relationships and deter competitors by limiting available opportunities in the market.

10. Network Effects:

- Leverage network effects by building a large and engaged user base. In certain industries, the value of a product or service increases as more users join, creating a natural barrier for newcomers.

Marketing Plan



Genaty's Go-to-Market (GTM) strategy, focusing on the core concept and value proposition of Genaty and its associated benefits.

This high level plan provides a roadmap for Genaty's success in the personalized health market.

Genaty Value Proposition:

A- Genaty ID: The cornerstone of Genaty's platform, offering users:

- **Personalized recommendations:** Tailored reports, supplements, meal plans, and fitness routines based on DNA and lifestyle data.
- **Expert guidance:** Access to genetic and nutrition/fitness coaches for personalized support.
- **Community connection:** Engagement with like-minded individuals for information sharing and support.

Genaty Target Market:

Phase 1:

• **Genaty DTC (Direct-to-Consumer):**

- **UAE:** Initial focus for revenue generation, brand awareness, and market validation.
- **KSA and GCC:** Expansion based on UAE success.
- **MENA and Africa:** Long-term target markets.

Phase 2:

• **Genaty B2B:**

- Partnerships with healthcare providers, and wellness companies.
- Leverage B2B to strengthen core capabilities and attract wider audience.

Phase 3:

• **Genaty Community and B2G:**

- Establish online and offline communities for information sharing and support.
- Engage with the government sector to promote personalized health initiatives.

Genaty Marketing Objectives:

- **DTC:** Increase brand awareness by 30% in UAE, KSA, and GCC within 1 year.

- **DTC:** Acquire 10,000 new customers in the UAE within 1 year.
- **B2B:** Secure 5 strategic partnerships with B2B stakeholders within 1 year.
- **Community & B2G:** Build an active online community of 10,000 members within 2 year.

Genaty Marketing Strategies:

DTC:

- **Digital Marketing:** Targeted ads, SEO, social media campaigns, influencer marketing.
- **Content Marketing:** Informative blog posts, videos, infographics, e-books.
- **Public Relations:** Media outreach, press releases, participation in industry events.
- **Partnerships:** Collaborate with relevant brands and organizations.

B2B:

- **Direct Sales:** Targeted outreach to potential partners.
- **Industry Events:** Participation in conferences and trade shows.
- **Content Marketing:** White papers, case studies, webinars.

Community & B2G:

- **Online Community platform:** Create a space for interaction and support.
- **Social Media Engagement:** Build active communities on relevant platforms.
- **Offline Events:** Organize workshops and meetups.
- **Partnerships:** Collaborate with community leaders in the government health sector.

Genaty Long-Term Vision:

- Genaty aspires to become the leading personalized health platform in MENA and Africa.

- By leveraging the Genaty ID concept and building a strong community, we aim to empower individuals to take control of their health and improve their overall well-being.
- Building a solid health and wellbeing foundation for Hey Me.

Sales Plan

Sales Objectives:

DTC:

- Acquire 5,000 new customers in year 1, focusing on premium and gold plans.
- Increase website traffic by 30% within Q3.
- Achieve 10% conversion rate from leads to paying customers.

B2B:

- Secure 3 partnerships with B2B stakeholders within year 1.
- Generate 20 qualified leads from B2B marketing activities within Q2.
- Close 1 B2B deal within Q3.

Community & B2G:

- Build an online community of 1,000 active members within year 1.
- Secure 1 collaboration with a community leader or government initiative within Q3.
- Increase brand awareness within target communities by 20% within Q4.

Sales Strategies:

DTC:

- **Optimize online sales funnel:** Review website, checkout process, and user experience.
- **Content marketing:** Create informative blog posts, videos, and social media content.
- **Paid advertising:** Run targeted ads on relevant platforms like Facebook, Instagram, and search engines.
- **Influencer marketing:** Partner with relevant health and wellness influencers in the GCC region.

- **Public relations:** Issue press releases, participate in industry events to build brand awareness.

B2B:

- **Direct sales:** Target specific decision-makers at potential partners.
- **Industry events:** Participate in relevant conferences and trade shows.
- **White papers and case studies:** Showcase Genaty's value proposition to B2B audiences.

Community & B2G:

- **Social media engagement:** Build active Genaty communities on relevant platforms.
- **Offline events:** Organize workshops and meetups in key GCC cities.
- **Partnerships:** Collaborate with community leaders, fitness centers, and government agencies.

Milestones & Metrics

Milestone	Due Date	Details
Launch	April 15, 2024	Launching Genaty Platform
Marketing Expansion to KSA	June 01, 2024	Marketing expansion to Saudi arabia
Genaty Expansion to rest of GCC countries	September 01, 2024	
Genaty Supplement builder full activation	November 01, 2024	

Financial Plan

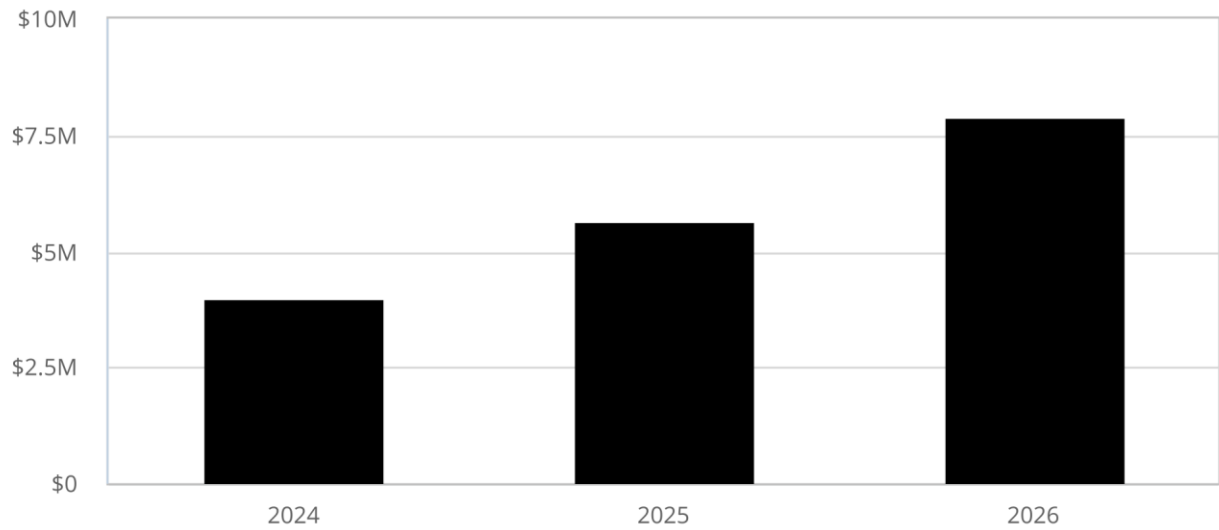
Forecast

Revenue Forecast Table

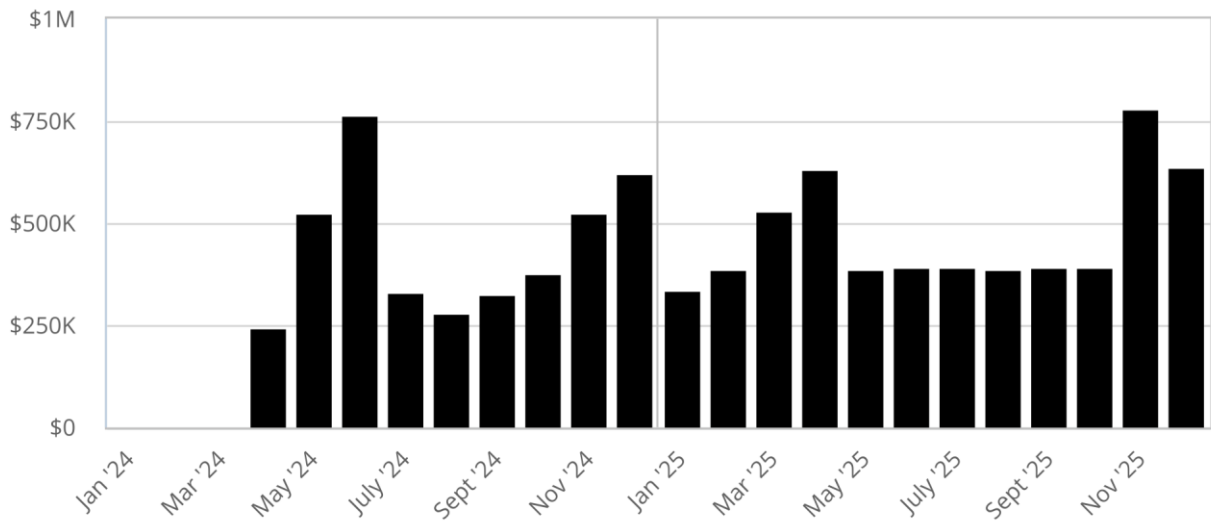
	2024	2025	2026
Revenue			
Bundle(1): Kit+Reports	\$3,420,000	\$4,680,000	\$6,570,000
Genetic Counseling	\$90,000	\$124,800	\$175,200
Nutrition Counseling	\$90,000	\$124,800	\$175,200
Fitness Counseling	\$90,000	\$124,800	\$175,200
Annual Subscription	\$0	\$38,000	\$52,000
B2B Contracts	\$300,000	\$540,000	\$720,000
Supplements Commission	\$175	\$520	\$730
Skin Care Commission	\$175	\$520	\$730
Genaty Counciller Certification	\$0	\$17,500	\$30,000
Total Revenue	\$3,990,350	\$5,650,940	\$7,899,060
Direct Cost			
Sliva Sample Collection Kit	\$76,000	\$104,000	\$146,000
Branded Sample Collection Box	\$53,200	\$72,800	\$102,200
Branded Genaty ID Card	\$22,800	\$31,200	\$43,800
Shipping Costs (2-Ways)	\$570,000	\$780,000	\$1,095,000
Kit Assembly	\$15,200	\$20,800	\$29,200
Bundle(1) Lab Analysis	\$494,000	\$676,000	\$949,000
Bundle(1) Reporting Costs (Omics)	\$190,000	\$260,000	\$365,000
Annual AWS Storage	\$0	\$380	\$520
Payment Gateway%	\$159,614	\$226,038	\$315,962
Bundle(1): Safety Buffer	\$76,000	\$104,000	\$146,000
Genetic Counseling fees	\$56,250	\$78,000	\$109,500
Nutrition Counseling fees	\$37,500	\$52,000	\$73,000

Fitness Counseling fees	\$37,500	\$52,000	\$73,000
B2B Costs (Omics)	\$50,000	\$90,000	\$120,000
B2B Sales Commission	\$15,000	\$27,000	\$36,000
Direct Labor			
Total direct costs	\$1,853,064	\$2,574,218	\$3,604,182
Gross margin	\$2,137,286	\$3,076,722	\$4,294,878
Gross margin %	54%	54%	54%

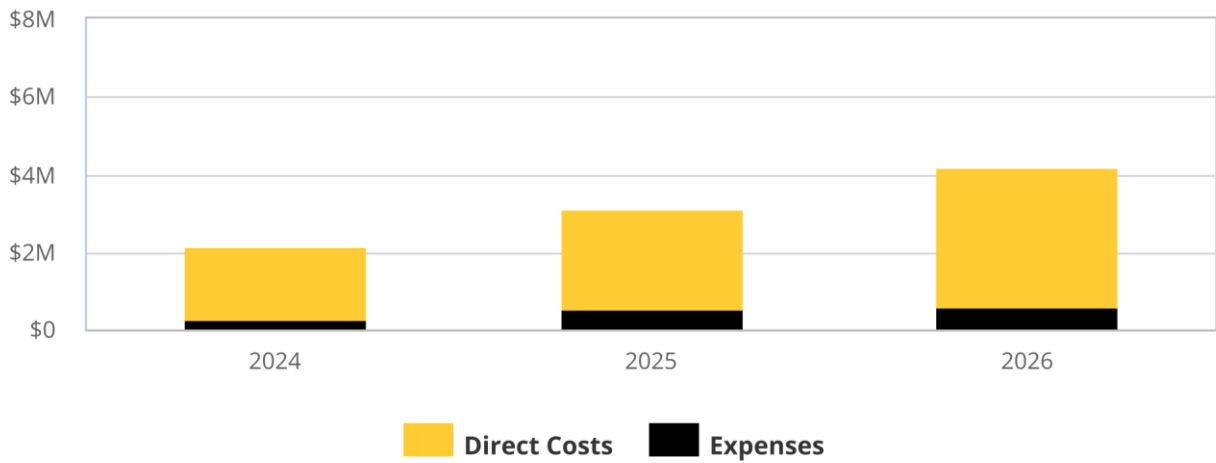
Revenue by Year



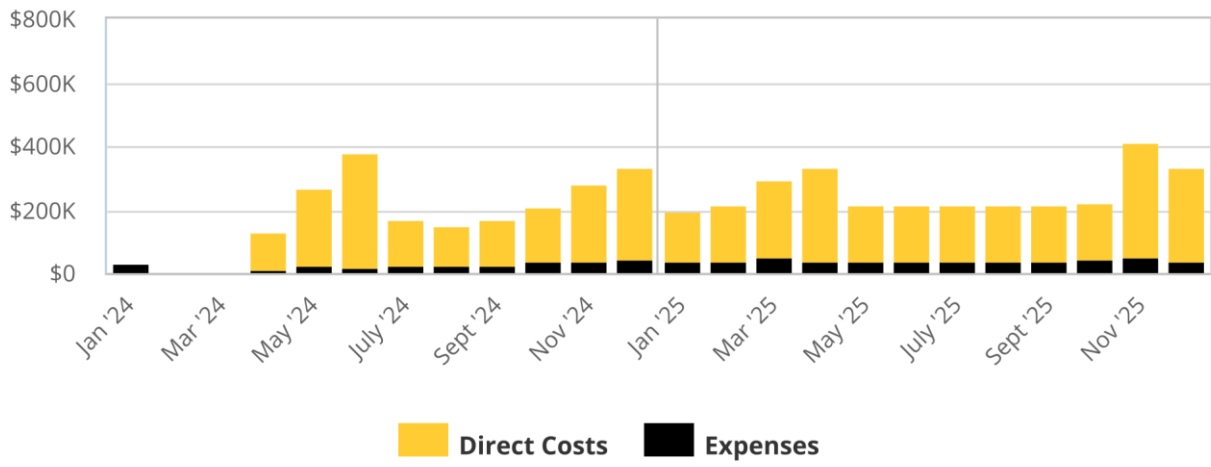
Revenue by Month



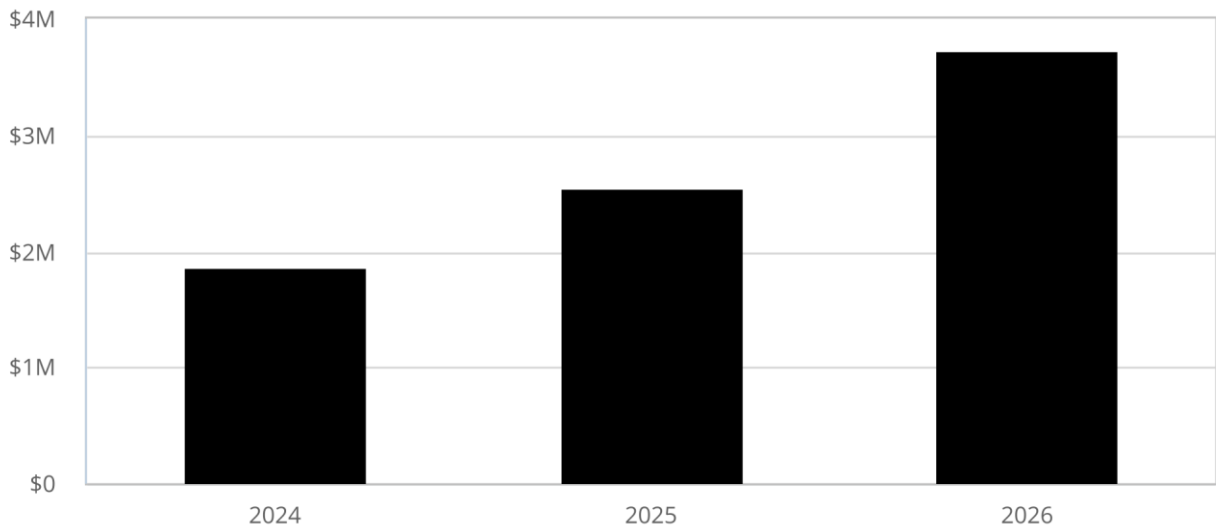
Expenses by Year



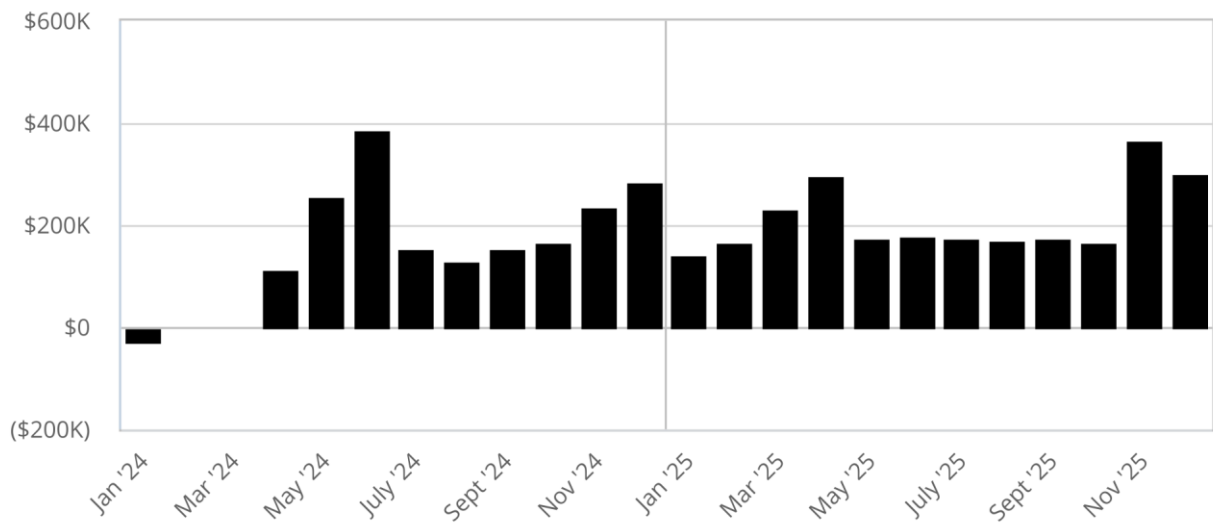
Expenses by Month



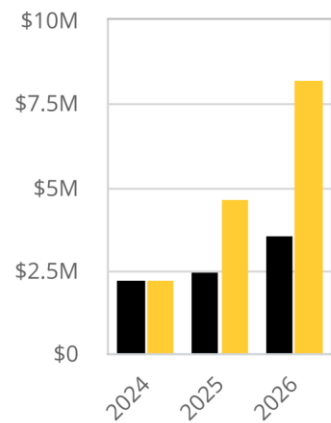
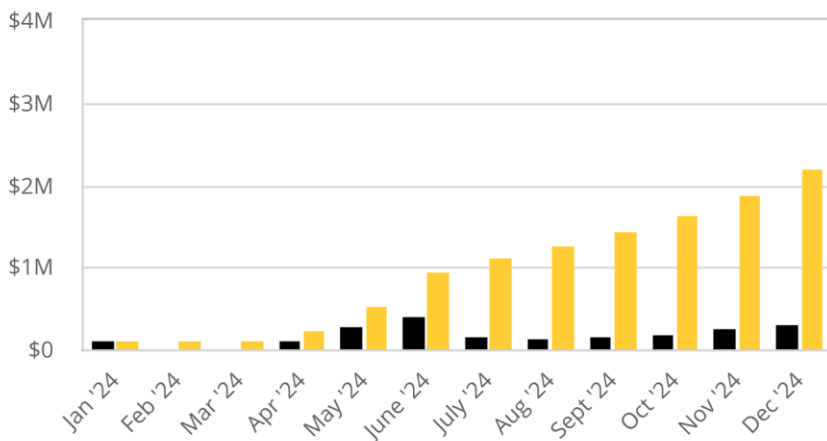
Net Profit (or Loss) by Year



Net Profit (or Loss) by Month

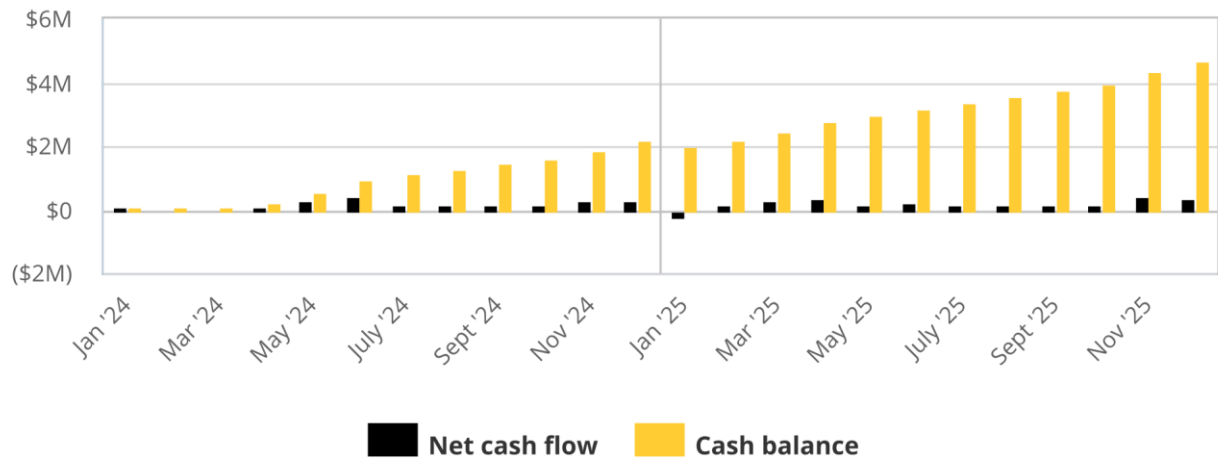


Cash Flow

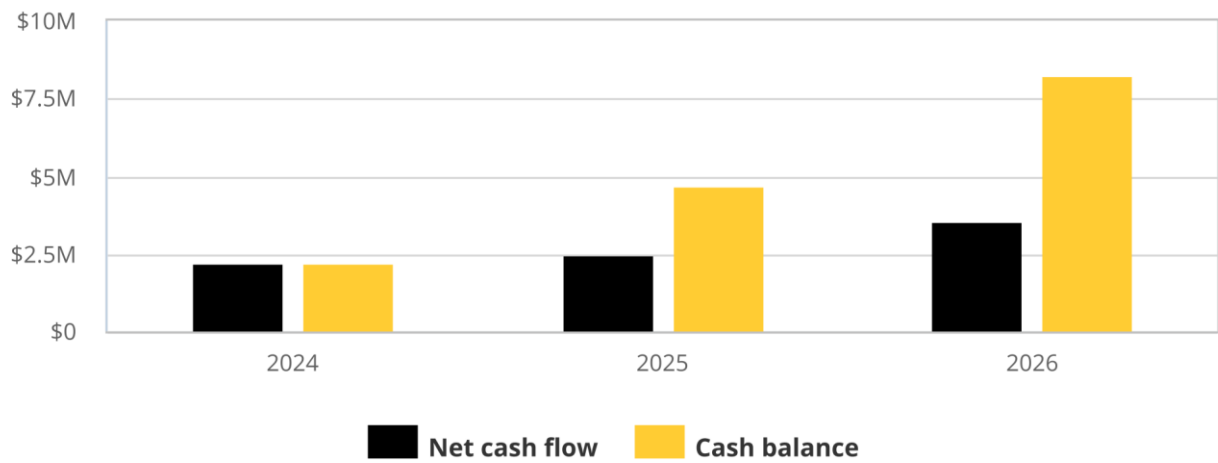


Net cash flow
 Cash balance

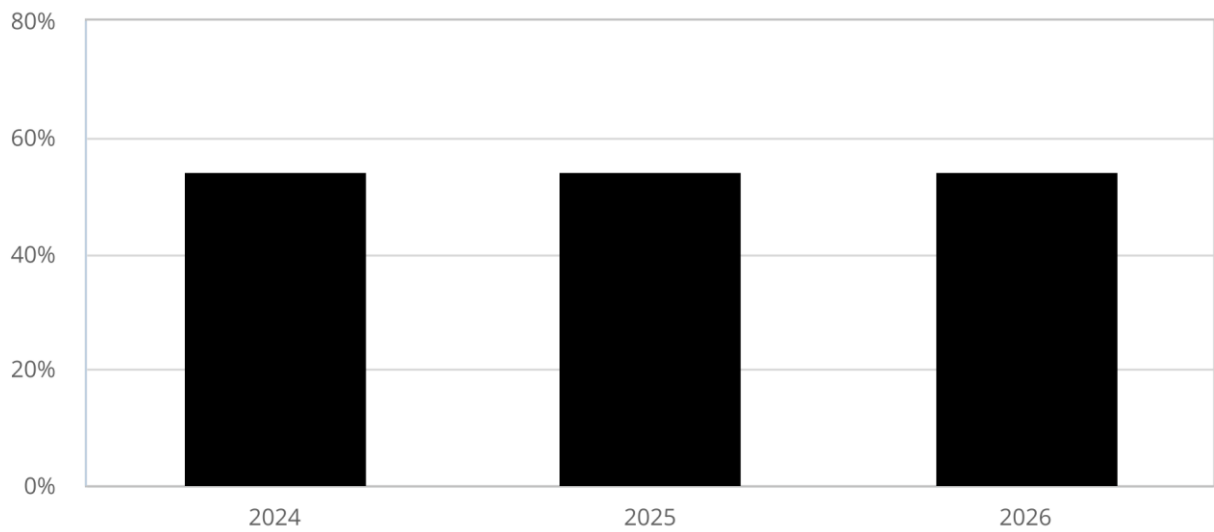
Cash Flow by Month



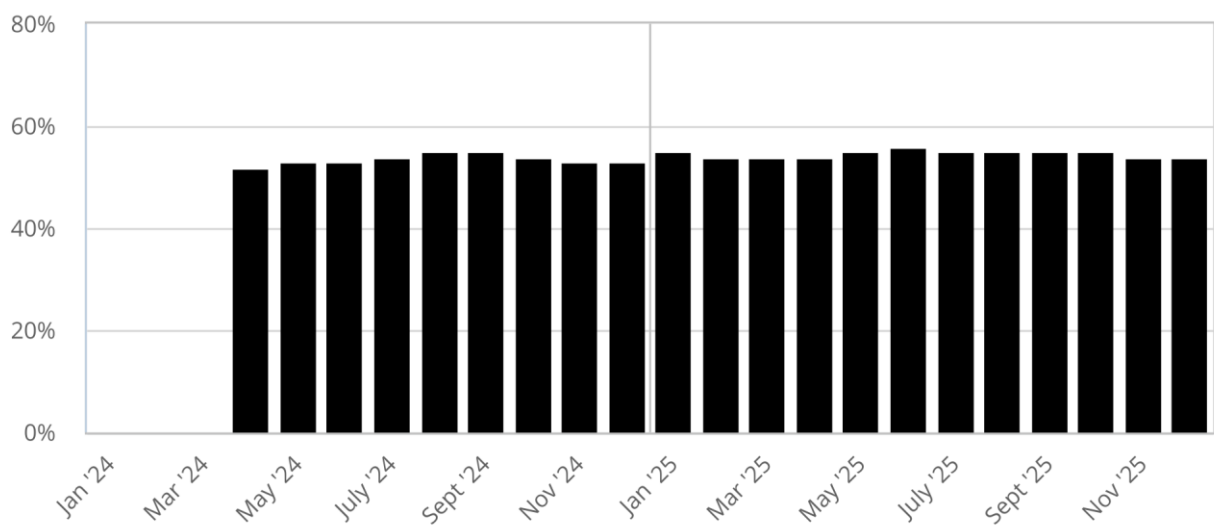
Cash Flow by Year



Gross Margin by Year



Gross Margin by Month



Financing

Use of Funds

We are looking for fund equal to 3,000,000\$ that will be distrputed as follows:

Research & Product Development = 1,100,000\$ (36.6%)

Marketing Activities = 1,500,000\$ (50%)

Staffing & Operations (B2B Sales) = 400,000\$ (13.3%)

Sources of Funds

Plan A

- We are welcoming funds from Vinture Capitals and Angel Investors.

Plan B

- Bank Loan after the 1st year of operation, and ensuring the stability of the business.

Statements

Projected Profit and Loss

	2024	2025	2026
Revenue	\$3,990,350	\$5,650,940	\$7,899,060
Direct Costs	\$1,853,064	\$2,574,218	\$3,604,182
Gross Margin	\$2,137,286	\$3,076,722	\$4,294,878
Gross Margin %	54%	54%	54%
Operating Expenses			
Salaries & Wages	\$89,150	\$293,820	\$315,012
Employee Related Expenses	\$4,458	\$14,691	\$15,751
Genaty Platform Setup Fees (Omics)	\$30,000		
AWS Monthly Costs (Omics)	\$30,000	\$60,000	\$60,000
Reports Translation Service	\$7,000	\$3,000	
Website Customization	\$5,000	\$5,000	\$5,000
Marketing	\$115,000	\$145,000	\$175,000
Total Operating Expenses	\$280,608	\$521,511	\$570,763
Operating Income	\$1,856,679	\$2,555,211	\$3,724,115
Interest Incurred			
Depreciation and Amortization			
Gain or Loss from Sale of Assets			
Income Taxes	\$0	\$0	\$0
Total Expenses	\$2,133,672	\$3,095,729	\$4,174,945
Net Profit	\$1,856,679	\$2,555,211	\$3,724,115
Net Profit / Sales	47%	45%	47%

Projected Balance Sheet

	2024	2025	2026
Cash	\$2,217,046	\$4,682,795	\$8,259,310
Accounts Receivable	\$0	\$0	\$0
Inventory			
Other Current Assets			
Total Current Assets	\$2,217,046	\$4,682,795	\$8,259,310
Long-Term Assets			
Accumulated Depreciation			
Total Long-Term Assets			
Total Assets	\$2,217,046	\$4,682,795	\$8,259,310
Accounts Payable	\$0	\$0	\$0
Income Taxes Payable	\$0	\$0	\$0
Sales Taxes Payable	\$399,035	\$565,094	\$789,906
Short-Term Debt			
Prepaid Revenue			
Total Current Liabilities	\$399,035	\$565,094	\$789,906
Long-Term Debt			
Long-Term Liabilities			
Total Liabilities	\$399,035	\$565,094	\$789,906
Paid-In Capital	\$150,000	\$150,000	\$150,000
Retained Earnings	(\$188,668)	\$1,412,490	\$3,595,289
Earnings	\$1,856,679	\$2,555,211	\$3,724,115
Total Owner's Equity	\$1,818,011	\$4,117,701	\$7,469,404
Total Liabilities & Equity	\$2,217,046	\$4,682,795	\$8,259,310

Projected Cash Flow Statement

	2024	2025	2026
Net Cash Flow from Operations			
Net Profit	\$1,856,679	\$2,555,211	\$3,724,115
Depreciation & Amortization			
Change in Accounts Receivable	\$0	\$0	\$0
Change in Inventory			
Change in Accounts Payable	\$0	\$0	\$0
Change in Income Tax Payable	\$0	\$0	\$0
Change in Sales Tax Payable	\$399,035	\$166,059	\$224,812
Change in Prepaid Revenue			
Net Cash Flow from Operations	\$2,255,714	\$2,721,270	\$3,948,927
Investing & Financing			
Assets Purchased or Sold			
Net Cash from Investing			
Investments Received	\$150,000		
Dividends & Distributions	(\$188,667.85)	(\$255,521.14)	(\$372,411.50)
Change in Short-Term Debt			
Change in Long-Term Debt			
Net Cash from Financing	(\$38,668)	(\$255,521)	(\$372,412)
Cash at Beginning of Period	\$0	\$2,217,046	\$4,682,795
Net Change in Cash	\$2,217,046	\$2,465,749	\$3,576,516
Cash at End of Period	\$2,217,046	\$4,682,795	\$8,259,310

Appendix

Profit and Loss Statement (With Monthly Detail)

2024	Jan '24	Feb '24	Mar '24	Apr '24	May '24	June '24	July '24	Aug '24	Sept '24	Oct '24	Nov '24	Dec '24
Revenue												
Bundle(1): Kit+Reports	\$0	\$0	\$0	\$225,000	\$450,000	\$675,000	\$270,000	\$225,000	\$270,000	\$315,000	\$450,000	\$540,000
Unit Sales	0	0	0	500	1,000	1,500	600	500	600	700	1,000	1,200
Unit Prices	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450
Genetic Counseling	\$0	\$0	\$0	\$6,000	\$12,000	\$18,000	\$7,200	\$6,000	\$6,000	\$8,400	\$12,000	\$14,400
Unit Sales	0	0	0	50	100	150	60	50	50	70	100	120
Unit Prices	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120
Nutrition Counseling	\$0	\$0	\$0	\$6,000	\$12,000	\$18,000	\$7,200	\$6,000	\$6,000	\$8,400	\$12,000	\$14,400
Unit Sales	0	0	0	50	100	150	60	50	50	70	100	120
Unit Prices	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120
Fitness Counseling	\$0	\$0	\$0	\$6,000	\$12,000	\$18,000	\$7,200	\$6,000	\$6,000	\$8,400	\$12,000	\$14,400
Unit Sales	0	0	0	50	100	150	60	50	50	70	100	120
Unit Prices	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120

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Annual Subscription	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
B2B Contracts	\$0	\$0	\$0	\$0	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500	\$37,500
Unit Sales	0	0	0	0	250	250	250	250	250	250	250	250
Unit Prices	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150
Supplements Commission	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$30	\$35	\$50	\$60
Unit Sales	0	0	0	0	0	0	0	0	6	7	10	12
Unit Prices	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5
Skin Care Commission	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$30	\$35	\$50	\$60
Unit Sales	0	0	0	0	0	0	0	0	6	7	10	12
Unit Prices	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5
Genaty Counciller Certification	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Unit Sales	0	0	0	0	0	0	0	0	0	0	0	0
Unit Prices	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250
Total Revenue	\$0	\$0	\$0	\$243,000	\$523,500	\$766,500	\$329,100	\$280,500	\$325,560	\$377,770	\$523,600	\$620,820
Direct Costs												
Sliva Sample Collection Kit	\$0	\$0	\$0	\$5,000	\$10,000	\$15,000	\$6,000	\$5,000	\$6,000	\$7,000	\$10,000	\$12,000

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Branded Sample Collection Box	\$0	\$0	\$0	\$3,500	\$7,000	\$10,500	\$4,200	\$3,500	\$4,200	\$4,900	\$7,000	\$8,400
Branded Genaty ID Card	\$0	\$0	\$0	\$1,500	\$3,000	\$4,500	\$1,800	\$1,500	\$1,800	\$2,100	\$3,000	\$3,600
Shipping Costs (2-Ways)	\$0	\$0	\$0	\$37,500	\$75,000	\$112,500	\$45,000	\$37,500	\$45,000	\$52,500	\$75,000	\$90,000
Kit Assembly	\$0	\$0	\$0	\$1,000	\$2,000	\$3,000	\$1,200	\$1,000	\$1,200	\$1,400	\$2,000	\$2,400
Bundle(1) Lab Analysis	\$0	\$0	\$0	\$32,500	\$65,000	\$97,500	\$39,000	\$32,500	\$39,000	\$45,500	\$65,000	\$78,000
Bundle(1) Reporting Costs (Omics)	\$0	\$0	\$0	\$12,500	\$25,000	\$37,500	\$15,000	\$12,500	\$15,000	\$17,500	\$25,000	\$30,000
Annual AWS Storage	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Payment Gateway%				\$9,720	\$20,940	\$30,660	\$13,164	\$11,220	\$13,022	\$15,111	\$20,944	\$24,833
Bundle(1): Safety Buffer	\$0	\$0	\$0	\$5,000	\$10,000	\$15,000	\$6,000	\$5,000	\$6,000	\$7,000	\$10,000	\$12,000
Genetic Counseling fees	\$0	\$0	\$0	\$3,750	\$7,500	\$11,250	\$4,500	\$3,750	\$3,750	\$5,250	\$7,500	\$9,000
Nutrition Counseling fees	\$0	\$0	\$0	\$2,500	\$5,000	\$7,500	\$3,000	\$2,500	\$2,500	\$3,500	\$5,000	\$6,000
Fitness Counseling fees	\$0	\$0	\$0	\$2,500	\$5,000	\$7,500	\$3,000	\$2,500	\$2,500	\$3,500	\$5,000	\$6,000
B2B Costs (Omics)	\$0	\$0	\$0	\$0	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250
B2B Sales Commission	\$0	\$0	\$0	\$0	\$1,875	\$1,875	\$1,875	\$1,875	\$1,875	\$1,875	\$1,875	\$1,875
Total Direct Costs	\$0	\$0	\$0	\$116,970	\$243,565	\$360,535	\$149,989	\$126,595	\$148,097	\$173,386	\$243,569	\$290,358

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Gross Margin	\$0	\$0	\$0	\$126,030	\$279,935	\$405,965	\$179,111	\$153,905	\$177,463	\$204,384	\$280,031	\$330,462
Gross Margin %	0%	0%	0%	52%	53%	53%	54%	55%	55%	54%	53%	53%
Operating Expenses												
Salaries and Wages												
Customer Support (0.92)				\$1,350	\$1,350	\$1,350	\$1,350	\$1,350	\$1,350	\$1,350	\$1,350	\$1,350
Sales & Business Development (1.53)						\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
Logistics Specialist (0.92)				\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Chief HealthCare Information Officer (0.75)										\$13,000	\$13,000	\$13,000
Total Salaries & Wages				\$2,850	\$2,850	\$6,350	\$6,350	\$6,350	\$6,350	\$19,350	\$19,350	\$19,350
Employee Related Expenses				\$143	\$143	\$318	\$318	\$318	\$318	\$968	\$968	\$968
Genaty Platform Setup Fees (Omics)	\$30,000											
AWS Monthly Costs (Omics)							\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000

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Reports Translation Service						\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Website Customization						\$1,000	\$1,000	\$1,000	\$1,000	\$1,000		
Marketing			\$10,000	\$20,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$15,000	\$20,000
Total Operating Expenses	\$30,000		\$12,993	\$22,993	\$18,668	\$23,668	\$23,668	\$23,668	\$23,668	\$37,318	\$41,318	\$46,318
Operating Income	(\$30,000)	\$0	\$0	\$113,038	\$256,943	\$387,298	\$155,444	\$130,238	\$153,795	\$167,067	\$238,714	\$284,145
Interest Incurred												
Depreciation and Amortization												
Gain or Loss from Sale of Assets												
Income Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenses	\$30,000	\$0	\$0	\$129,963	\$266,558	\$379,203	\$173,657	\$150,263	\$171,765	\$210,703	\$284,887	\$336,675
Net Profit	(\$30,000)	\$0	\$0	\$113,038	\$256,943	\$387,298	\$155,444	\$130,238	\$153,795	\$167,067	\$238,714	\$284,145
Net Profit / Sales		0%	0%	47%	49%	51%	47%	46%	47%	44%	46%	46%

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2025	Jan '25	Feb '25	Mar '25	Apr '25	May '25	June '25	July '25	Aug '25	Sept '25	Oct '25	Nov '25	Dec '25
Revenue												
Bundle(1): Kit+Reports	\$270,000	\$315,000	\$450,000	\$540,000	\$315,000	\$315,000	\$315,000	\$315,000	\$315,000	\$315,000	\$675,000	\$540,000
Unit Sales	600	700	1,000	1,200	700	700	700	700	700	700	1,500	1,200
Unit Prices	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450
Genetic Counseling	\$7,200	\$8,400	\$12,000	\$14,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$18,000	\$14,400
Unit Sales	60	70	100	120	70	70	70	70	70	70	150	120
Unit Prices	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120
Nutrition Counseling	\$7,200	\$8,400	\$12,000	\$14,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$18,000	\$14,400
Unit Sales	60	70	100	120	70	70	70	70	70	70	150	120
Unit Prices	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120
Fitness Counseling	\$7,200	\$8,400	\$12,000	\$14,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$8,400	\$18,000	\$14,400
Unit Sales	60	70	100	120	70	70	70	70	70	70	150	120
Unit Prices	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120
Annual Subscription	\$0	\$0	\$0	\$2,500	\$5,000	\$7,500	\$3,000	\$2,500	\$3,000	\$3,500	\$5,000	\$6,000
Unit Sales	0	0	0	25	50	75	30	25	30	35	50	60
Unit Prices	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
B2B Contracts	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000	\$45,000
Unit Sales	300	300	300	300	300	300	300	300	300	300	300	300
Unit Prices	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150

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Supplements Commission	\$30	\$35	\$50	\$60	\$35	\$35	\$35	\$35	\$35	\$35	\$75	\$60
Unit Sales	6	7	10	12	7	7	7	7	7	7	15	12
Unit Prices	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5
Skin Care Commission	\$30	\$35	\$50	\$60	\$35	\$35	\$35	\$35	\$35	\$35	\$75	\$60
Unit Sales	6	7	10	12	7	7	7	7	7	7	15	12
Unit Prices	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5
Genaty Counciller Certification	\$0	\$0	\$0	\$0	\$0	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Unit Sales	0	0	0	0	0	10	10	10	10	10	10	10
Unit Prices	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250

Total Revenue	\$336,660	\$385,270	\$531,100	\$630,820	\$390,270	\$395,270	\$390,770	\$390,270	\$390,770	\$391,270	\$781,650	\$636,820
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Direct Costs

Sliva Sample Collection Kit	\$6,000	\$7,000	\$10,000	\$12,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$15,000	\$12,000
Branded Sample Collection Box	\$4,200	\$4,900	\$7,000	\$8,400	\$4,900	\$4,900	\$4,900	\$4,900	\$4,900	\$4,900	\$10,500	\$8,400
Branded Genaty ID Card	\$1,800	\$2,100	\$3,000	\$3,600	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$4,500	\$3,600
Shipping Costs (2-Ways)	\$45,000	\$52,500	\$75,000	\$90,000	\$52,500	\$52,500	\$52,500	\$52,500	\$52,500	\$52,500	\$112,500	\$90,000
Kit Assembly	\$1,200	\$1,400	\$2,000	\$2,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$3,000	\$2,400
Bundle(1) Lab Analysis	\$39,000	\$45,500	\$65,000	\$78,000	\$45,500	\$45,500	\$45,500	\$45,500	\$45,500	\$45,500	\$97,500	\$78,000

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Bundle(1) Reporting Costs (Omics)	\$15,000	\$17,500	\$25,000	\$30,000	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$17,500	\$37,500	\$30,000
Annual AWS Storage	\$0	\$0	\$0	\$25	\$50	\$75	\$30	\$25	\$30	\$35	\$50	\$60
Payment Gateway%	\$13,466	\$15,411	\$21,244	\$25,233	\$15,611	\$15,811	\$15,631	\$15,611	\$15,631	\$15,651	\$31,266	\$25,473
Bundle(1): Safety Buffer	\$6,000	\$7,000	\$10,000	\$12,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$7,000	\$15,000	\$12,000
Genetic Counseling fees	\$4,500	\$5,250	\$7,500	\$9,000	\$5,250	\$5,250	\$5,250	\$5,250	\$5,250	\$5,250	\$11,250	\$9,000
Nutrition Counseling fees	\$3,000	\$3,500	\$5,000	\$6,000	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$7,500	\$6,000
Fitness Counseling fees	\$3,000	\$3,500	\$5,000	\$6,000	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$7,500	\$6,000
B2B Costs (Omics)	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500
B2B Sales Commission	\$2,250	\$2,250	\$2,250	\$2,250	\$2,250	\$2,250	\$2,250	\$2,250	\$2,250	\$2,250	\$2,250	\$2,250
Total Direct Costs	\$151,916	\$175,311	\$245,494	\$292,408	\$175,561	\$175,786	\$175,561	\$175,536	\$175,561	\$175,586	\$362,816	\$292,683
Gross Margin	\$184,744	\$209,959	\$285,606	\$338,412	\$214,709	\$219,484	\$215,209	\$214,734	\$215,209	\$215,684	\$418,834	\$344,137
Gross Margin %	55%	54%	54%	54%	55%	56%	55%	55%	55%	55%	54%	54%

**Operating
Expenses**

Salaries and
Wages

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Customer Support (0.92)	\$1,485	\$1,485	\$1,485	\$1,485	\$1,485	\$1,485	\$1,485	\$1,485	\$1,485	\$1,485	\$1,485	\$1,485	\$1,485
Sales & Business Development (1.53)	\$7,700	\$7,700	\$7,700	\$7,700	\$7,700	\$7,700	\$7,700	\$7,700	\$7,700	\$7,700	\$7,700	\$7,700	\$7,700
Logistics Specialist (0.92)	\$1,650	\$1,650	\$1,650	\$1,650	\$1,650	\$1,650	\$1,650	\$1,650	\$1,650	\$1,650	\$1,650	\$1,650	\$1,650
Chief HealthCare Information Officer (0.75)	\$13,650	\$13,650	\$13,650	\$13,650	\$13,650	\$13,650	\$13,650	\$13,650	\$13,650	\$13,650	\$13,650	\$13,650	\$13,650
Total Salaries & Wages	\$24,485	\$24,485	\$24,485	\$24,485	\$24,485	\$24,485	\$24,485	\$24,485	\$24,485	\$24,485	\$24,485	\$24,485	\$24,485
Employee Related Expenses	\$1,224	\$1,224	\$1,224	\$1,224	\$1,224	\$1,224	\$1,224	\$1,224	\$1,224	\$1,224	\$1,224	\$1,224	\$1,224
Genaty Platform Setup Fees (Omics)													
AWS Monthly Costs (Omics)	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Reports Translation Service	\$1,000	\$1,000	\$1,000										
Website Customization						\$1,000	\$1,000	\$1,000	\$1,000	\$1,000			
Marketing	\$10,000	\$10,000	\$20,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$15,000	\$20,000	\$10,000
Total Operating Expenses	\$41,709	\$41,709	\$51,709	\$40,709	\$40,709	\$41,709	\$41,709	\$41,709	\$41,709	\$41,709	\$46,709	\$50,709	\$40,709

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Operating Income	\$143,034	\$168,250	\$233,897	\$297,703	\$174,000	\$177,775	\$173,500	\$173,025	\$173,500	\$168,975	\$368,125	\$303,428
Interest Incurred												
Depreciation and Amortization												
Gain or Loss from Sale of Assets												
Income Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenses	\$193,626	\$217,020	\$297,203	\$333,117	\$216,270	\$217,495	\$217,270	\$217,245	\$217,270	\$222,295	\$413,525	\$333,392
Net Profit	\$143,034	\$168,250	\$233,897	\$297,703	\$174,000	\$177,775	\$173,500	\$173,025	\$173,500	\$168,975	\$368,125	\$303,428
Net Profit / Sales	42%	44%	44%	47%	45%	45%	44%	44%	44%	43%	47%	48%

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2026	Jan '26	Feb '26	Mar '26	Apr '26	May '26	June '26	July '26	Aug '26	Sept '26	Oct '26	Nov '26	Dec '26
Revenue												
Bundle(1): Kit+Reports	\$360,000	\$810,000	\$900,000	\$540,000	\$450,000	\$360,000	\$360,000	\$360,000	\$360,000	\$360,000	\$810,000	\$900,000
Unit Sales	800	1,800	2,000	1,200	1,000	800	800	800	800	800	1,800	2,000
Unit Prices	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450	\$450
Genetic Counseling	\$9,600	\$21,600	\$24,000	\$14,400	\$12,000	\$9,600	\$9,600	\$9,600	\$9,600	\$9,600	\$21,600	\$24,000
Unit Sales	80	180	200	120	100	80	80	80	80	80	180	200
Unit Prices	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120
Nutrition Counseling	\$9,600	\$21,600	\$24,000	\$14,400	\$12,000	\$9,600	\$9,600	\$9,600	\$9,600	\$9,600	\$21,600	\$24,000
Unit Sales	80	180	200	120	100	80	80	80	80	80	180	200
Unit Prices	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120
Fitness Counseling	\$9,600	\$21,600	\$24,000	\$14,400	\$12,000	\$9,600	\$9,600	\$9,600	\$9,600	\$9,600	\$21,600	\$24,000
Unit Sales	80	180	200	120	100	80	80	80	80	80	180	200
Unit Prices	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120	\$120
Annual Subscription	\$3,000	\$3,500	\$5,000	\$6,000	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$7,500	\$6,000
Unit Sales	30	35	50	60	35	35	35	35	35	35	75	60
Unit Prices	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
B2B Contracts	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000
Unit Sales	400	400	400	400	400	400	400	400	400	400	400	400
Unit Prices	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150

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Supplements Commission	\$40	\$90	\$100	\$60	\$50	\$40	\$40	\$40	\$40	\$40	\$90	\$100
Unit Sales	8	18	20	12	10	8	8	8	8	8	18	20
Unit Prices	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5
Skin Care Commission	\$40	\$90	\$100	\$60	\$50	\$40	\$40	\$40	\$40	\$40	\$90	\$100
Unit Sales	8	18	20	12	10	8	8	8	8	8	18	20
Unit Prices	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5
Genaty Counciller Certification	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Unit Sales	10	10	10	10	10	10	10	10	10	10	10	10
Unit Prices	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250
Total Revenue	\$454,380	\$940,980	\$1,039,700	\$651,820	\$552,100	\$454,880	\$454,880	\$454,880	\$454,880	\$454,880	\$944,980	\$1,040,700

Direct Costs

Sliva Sample Collection Kit	\$8,000	\$18,000	\$20,000	\$12,000	\$10,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$18,000	\$20,000
Branded Sample Collection Box	\$5,600	\$12,600	\$14,000	\$8,400	\$7,000	\$5,600	\$5,600	\$5,600	\$5,600	\$5,600	\$12,600	\$14,000
Branded Genaty ID Card	\$2,400	\$5,400	\$6,000	\$3,600	\$3,000	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$5,400	\$6,000
Shipping Costs (2-Ways)	\$60,000	\$135,000	\$150,000	\$90,000	\$75,000	\$60,000	\$60,000	\$60,000	\$60,000	\$60,000	\$135,000	\$150,000
Kit Assembly	\$1,600	\$3,600	\$4,000	\$2,400	\$2,000	\$1,600	\$1,600	\$1,600	\$1,600	\$1,600	\$3,600	\$4,000
Bundle(1) Lab Analysis	\$52,000	\$117,000	\$130,000	\$78,000	\$65,000	\$52,000	\$52,000	\$52,000	\$52,000	\$52,000	\$117,000	\$130,000

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Bundle(1) Reporting Costs (Omics)	\$20,000	\$45,000	\$50,000	\$30,000	\$25,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$45,000	\$50,000
Annual AWS Storage	\$30	\$35	\$50	\$60	\$35	\$35	\$35	\$35	\$35	\$35	\$75	\$60
Payment Gateway%	\$18,175	\$37,639	\$41,588	\$26,073	\$22,084	\$18,195	\$18,195	\$18,195	\$18,195	\$18,195	\$37,799	\$41,628
Bundle(1): Safety Buffer	\$8,000	\$18,000	\$20,000	\$12,000	\$10,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$18,000	\$20,000
Genetic Counseling fees	\$6,000	\$13,500	\$15,000	\$9,000	\$7,500	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$13,500	\$15,000
Nutrition Counseling fees	\$4,000	\$9,000	\$10,000	\$6,000	\$5,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$9,000	\$10,000
Fitness Counseling fees	\$4,000	\$9,000	\$10,000	\$6,000	\$5,000	\$4,000	\$4,000	\$4,000	\$4,000	\$4,000	\$9,000	\$10,000
B2B Costs (Omics)	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
B2B Sales Commission	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Total Direct Costs	\$202,805	\$436,774	\$483,638	\$296,533	\$249,619	\$202,830	\$202,830	\$202,830	\$202,830	\$202,830	\$436,974	\$483,688
Gross Margin	\$251,575	\$504,206	\$556,062	\$355,287	\$302,481	\$252,050	\$252,050	\$252,050	\$252,050	\$252,050	\$508,006	\$557,012
Gross Margin %	55%	54%	53%	55%	55%	55%	55%	55%	55%	55%	54%	54%

Operating Expenses

Salaries and Wages

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Customer Support (0.92)	\$1,633	\$1,633	\$1,633	\$1,633	\$1,633	\$1,633	\$1,634	\$1,634	\$1,634	\$1,634	\$1,634	\$1,634
Sales & Business Development (1.53)	\$8,470	\$8,470	\$8,470	\$8,470	\$8,470	\$8,470	\$8,470	\$8,470	\$8,470	\$8,470	\$8,470	\$8,470
Logistics Specialist (0.92)	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815	\$1,815
Chief HealthCare Information Officer (0.75)	\$14,332	\$14,332	\$14,332	\$14,332	\$14,332	\$14,332	\$14,333	\$14,333	\$14,333	\$14,333	\$14,333	\$14,333
Total Salaries & Wages	\$26,250	\$26,250	\$26,250	\$26,250	\$26,250	\$26,250	\$26,252	\$26,252	\$26,252	\$26,252	\$26,252	\$26,252
Employee Related Expenses	\$1,313	\$1,313	\$1,313	\$1,313	\$1,313	\$1,313	\$1,313	\$1,313	\$1,313	\$1,313	\$1,313	\$1,313
Genaty Platform Setup Fees (Omics)												
AWS Monthly Costs (Omics)	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Reports Translation Service												
Website Customization						\$1,000	\$1,000	\$1,000	\$1,000	\$1,000		
Marketing	\$15,000	\$20,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$20,000	\$20,000	\$20,000	\$20,000
Total Operating Expenses	\$47,563	\$52,563	\$42,563	\$42,563	\$42,563	\$43,563	\$43,565	\$43,565	\$53,565	\$53,565	\$52,565	\$52,565

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Operating Income	\$204,012	\$451,643	\$513,500	\$312,725	\$259,919	\$208,487	\$208,485	\$208,485	\$198,485	\$198,485	\$455,441	\$504,447
Interest Incurred												
Depreciation and Amortization												
Gain or Loss from Sale of Assets												
Income Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenses	\$250,368	\$489,337	\$526,201	\$339,095	\$292,182	\$246,393	\$246,395	\$246,395	\$256,395	\$256,395	\$489,539	\$536,253
Net Profit	\$204,012	\$451,643	\$513,500	\$312,725	\$259,919	\$208,487	\$208,485	\$208,485	\$198,485	\$198,485	\$455,441	\$504,447
Net Profit / Sales	45%	48%	49%	48%	47%	46%	46%	46%	44%	44%	48%	48%

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	2024	2025	2026
Revenue			
Bundle(1): Kit+Reports	\$3,420,000	\$4,680,000	\$6,570,000
Unit Sales	7,600	10,400	14,600
Unit Prices	\$450	\$450	\$450
Genetic Counseling	\$90,000	\$124,800	\$175,200
Unit Sales	750	1,040	1,460
Unit Prices	\$120	\$120	\$120
Nutrition Counseling	\$90,000	\$124,800	\$175,200
Unit Sales	750	1,040	1,460
Unit Prices	\$120	\$120	\$120
Fitness Counseling	\$90,000	\$124,800	\$175,200
Unit Sales	750	1,040	1,460
Unit Prices	\$120	\$120	\$120
Annual Subscription	\$0	\$38,000	\$52,000
Unit Sales	0	380	520
Unit Prices	\$0	\$100	\$100
B2B Contracts	\$300,000	\$540,000	\$720,000
Unit Sales	2,000	3,600	4,800
Unit Prices	\$150	\$150	\$150
Supplements Commission	\$175	\$520	\$730
Unit Sales	35	104	146
Unit Prices	\$5	\$5	\$5

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Skin Care Commission	\$175	\$520	\$730
Unit Sales	35	104	146
Unit Prices	\$5	\$5	\$5
Genaty Counciller Certification	\$0	\$17,500	\$30,000
Unit Sales	0	70	120
Unit Prices	\$0	\$250	\$250
Total Revenue	\$3,990,350	\$5,650,940	\$7,899,060
Direct Costs			
Sliva Sample Collection Kit	\$76,000	\$104,000	\$146,000
Branded Sample Collection Box	\$53,200	\$72,800	\$102,200
Branded Genaty ID Card	\$22,800	\$31,200	\$43,800
Shipping Costs (2-Ways)	\$570,000	\$780,000	\$1,095,000
Kit Assembly	\$15,200	\$20,800	\$29,200
Bundle(1) Lab Analysis	\$494,000	\$676,000	\$949,000
Bundle(1) Reporting Costs (Omics)	\$190,000	\$260,000	\$365,000
Annual AWS Storage	\$0	\$380	\$520
Payment Gateway%	\$159,614	\$226,038	\$315,962
Bundle(1): Safety Buffer	\$76,000	\$104,000	\$146,000
Genetic Counseling fees	\$56,250	\$78,000	\$109,500
Nutrition Counseling fees	\$37,500	\$52,000	\$73,000
Fitness Counseling fees	\$37,500	\$52,000	\$73,000
B2B Costs (Omics)	\$50,000	\$90,000	\$120,000
B2B Sales Commission	\$15,000	\$27,000	\$36,000

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Total Direct Costs	\$1,853,064	\$2,574,218	\$3,604,182
Gross Margin	\$2,137,286	\$3,076,722	\$4,294,878
Gross Margin %	54%	54%	54%
Operating Expenses			
Salaries and Wages			
Customer Support (0.92)	\$12,150	\$17,820	\$19,602
Sales & Business Development (1.53)	\$24,500	\$92,400	\$101,640
Logistics Specialist (0.92)	\$13,500	\$19,800	\$21,780
Chief HealthCare Information Officer (0.75)	\$39,000	\$163,800	\$171,990
Total Salaries & Wages	\$89,150	\$293,820	\$315,012
Employee Related Expenses	\$4,458	\$14,691	\$15,751
Genaty Platform Setup Fees (Omics)	\$30,000		
AWS Monthly Costs (Omics)	\$30,000	\$60,000	\$60,000
Reports Translation Service	\$7,000	\$3,000	
Website Customization	\$5,000	\$5,000	\$5,000
Marketing	\$115,000	\$145,000	\$175,000
Total Operating Expenses	\$280,608	\$521,511	\$570,763
Operating Income	\$1,856,679	\$2,555,211	\$3,724,115
Interest Incurred			
Depreciation and Amortization			
Gain or Loss from Sale of Assets			
Income Taxes	\$0	\$0	\$0

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Total Expenses	\$2,133,672	\$3,095,729	\$4,174,945
Net Profit	\$1,856,679	\$2,555,211	\$3,724,115
Net Profit / Sales	47%	45%	47%

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Balance Sheet (With Monthly Detail)

2024	Jan '24	Feb '24	Mar '24	Apr '24	May '24	June '24	July '24	Aug '24	Sept '24	Oct '24	Nov '24	Dec '24
Cash	\$120,000	\$120,000	\$120,000	\$246,034	\$529,632	\$954,850	\$1,127,659	\$1,272,923	\$1,443,894	\$1,632,031	\$1,899,233	\$2,217,046
Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Inventory												
Other Current Assets												
Total Current Assets	\$120,000	\$120,000	\$120,000	\$246,034	\$529,632	\$954,850	\$1,127,659	\$1,272,923	\$1,443,894	\$1,632,031	\$1,899,233	\$2,217,046
Long-Term Assets												
Accumulated Depreciation												
Total Long-Term Assets												
Total Assets	\$120,000	\$120,000	\$120,000	\$246,034	\$529,632	\$954,850	\$1,127,659	\$1,272,923	\$1,443,894	\$1,632,031	\$1,899,233	\$2,217,046
Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Income Taxes Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales Taxes Payable	\$0	\$0	\$0	\$24,300	\$76,650	\$153,300	\$186,210	\$214,260	\$246,816	\$284,593	\$336,953	\$399,035
Short-Term Debt												

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Prepaid Revenue

Total Current Liabilities	\$0	\$0	\$0	\$24,300	\$76,650	\$153,300	\$186,210	\$214,260	\$246,816	\$284,593	\$336,953	\$399,035
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Long-Term Debt

Long-Term Liabilities

Total Liabilities	\$0	\$0	\$0	\$24,300	\$76,650	\$153,300	\$186,210	\$214,260	\$246,816	\$284,593	\$336,953	\$399,035
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Paid-In Capital	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000
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Retained Earnings	\$0	\$0	\$0	(\$11,304)	(\$36,998)	(\$75,728)	(\$91,272)	(\$104,296)	(\$119,675)	(\$136,382)	(\$160,253)	(\$188,668)
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Earnings	(\$30,000)	(\$30,000)	(\$30,000)	\$83,038	\$339,980	\$727,278	\$882,721	\$1,012,959	\$1,166,754	\$1,333,820	\$1,572,534	\$1,856,679
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Total Owner's Equity	\$120,000	\$120,000	\$120,000	\$221,734	\$452,982	\$801,550	\$941,449	\$1,058,663	\$1,197,078	\$1,347,438	\$1,562,280	\$1,818,011
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Total Liabilities & Equity	\$120,000	\$120,000	\$120,000	\$246,034	\$529,632	\$954,850	\$1,127,659	\$1,272,923	\$1,443,894	\$1,632,031	\$1,899,233	\$2,217,046
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2025	Jan '25	Feb '25	Mar '25	Apr '25	May '25	June '25	July '25	Aug '25	Sept '25	Oct '25	Nov '25	Dec '25
Cash	\$1,980,408	\$2,170,360	\$2,433,977	\$2,764,991	\$2,960,618	\$3,160,143	\$3,355,370	\$3,550,119	\$3,745,346	\$3,936,550	\$4,346,028	\$4,682,795
Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Inventory												
Other Current Assets												
Total Current Assets	\$1,980,408	\$2,170,360	\$2,433,977	\$2,764,991	\$2,960,618	\$3,160,143	\$3,355,370	\$3,550,119	\$3,745,346	\$3,936,550	\$4,346,028	\$4,682,795
Long-Term Assets												
Accumulated Depreciation												
Total Long-Term Assets												
Total Assets	\$1,980,408	\$2,170,360	\$2,433,977	\$2,764,991	\$2,960,618	\$3,160,143	\$3,355,370	\$3,550,119	\$3,745,346	\$3,936,550	\$4,346,028	\$4,682,795
Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Income Taxes Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales Taxes Payable	\$33,666	\$72,193	\$125,303	\$188,385	\$227,412	\$266,939	\$306,016	\$345,043	\$384,120	\$423,247	\$501,412	\$565,094
Short-Term Debt												
Prepaid Revenue												
Total Current Liabilities	\$33,666	\$72,193	\$125,303	\$188,385	\$227,412	\$266,939	\$306,016	\$345,043	\$384,120	\$423,247	\$501,412	\$565,094

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Long-Term Debt

Long-Term Liabilities

Total Liabilities	\$33,666	\$72,193	\$125,303	\$188,385	\$227,412	\$266,939	\$306,016	\$345,043	\$384,120	\$423,247	\$501,412	\$565,094
Paid-In Capital	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000
Retained Earnings	\$1,653,707	\$1,636,882	\$1,613,493	\$1,583,722	\$1,566,322	\$1,548,545	\$1,531,195	\$1,513,892	\$1,496,542	\$1,479,645	\$1,442,832	\$1,412,490
Earnings	\$143,034	\$311,284	\$545,181	\$842,884	\$1,016,884	\$1,194,659	\$1,368,159	\$1,541,184	\$1,714,684	\$1,883,659	\$2,251,783	\$2,555,211
Total Owner's Equity	\$1,946,742	\$2,098,167	\$2,308,674	\$2,576,606	\$2,733,206	\$2,893,204	\$3,049,354	\$3,205,076	\$3,361,226	\$3,513,303	\$3,844,616	\$4,117,701
Total Liabilities & Equity	\$1,980,408	\$2,170,360	\$2,433,977	\$2,764,991	\$2,960,618	\$3,160,143	\$3,355,370	\$3,550,119	\$3,745,346	\$3,936,550	\$4,346,028	\$4,682,795

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2026	Jan '26	Feb '26	Mar '26	Apr '26	May '26	June '26	July '26	Aug '26	Sept '26	Oct '26	Nov '26	Dec '26
Cash	\$4,346,750	\$4,847,327	\$5,413,447	\$5,760,081	\$6,049,217	\$6,282,344	\$6,515,469	\$6,748,593	\$6,972,718	\$7,196,843	\$7,701,238	\$8,259,310
Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Inventory												
Other Current Assets												
Total Current Assets	\$4,346,750	\$4,847,327	\$5,413,447	\$5,760,081	\$6,049,217	\$6,282,344	\$6,515,469	\$6,748,593	\$6,972,718	\$7,196,843	\$7,701,238	\$8,259,310
Long-Term Assets												
Accumulated Depreciation												
Total Long-Term Assets												
Total Assets	\$4,346,750	\$4,847,327	\$5,413,447	\$5,760,081	\$6,049,217	\$6,282,344	\$6,515,469	\$6,748,593	\$6,972,718	\$7,196,843	\$7,701,238	\$8,259,310
Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Income Taxes Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sales Taxes Payable	\$45,438	\$139,536	\$243,506	\$308,688	\$363,898	\$409,386	\$454,874	\$500,362	\$545,850	\$591,338	\$685,836	\$789,906
Short-Term Debt												
Prepaid Revenue												
Total Current Liabilities	\$45,438	\$139,536	\$243,506	\$308,688	\$363,898	\$409,386	\$454,874	\$500,362	\$545,850	\$591,338	\$685,836	\$789,906

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Long-Term Debt

Long-Term Liabilities

Total Liabilities	\$45,438	\$139,536	\$243,506	\$308,688	\$363,898	\$409,386	\$454,874	\$500,362	\$545,850	\$591,338	\$685,836	\$789,906
Paid-In Capital	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000
Retained Earnings	\$3,947,300	\$3,902,135	\$3,850,785	\$3,819,513	\$3,793,521	\$3,772,672	\$3,751,824	\$3,730,975	\$3,711,127	\$3,691,278	\$3,645,734	\$3,595,289
Earnings	\$204,012	\$655,656	\$1,169,155	\$1,481,880	\$1,741,798	\$1,950,286	\$2,158,771	\$2,367,256	\$2,565,741	\$2,764,226	\$3,219,668	\$3,724,115
Total Owner's Equity	\$4,301,312	\$4,707,791	\$5,169,941	\$5,451,393	\$5,685,319	\$5,872,958	\$6,060,595	\$6,248,231	\$6,426,868	\$6,605,505	\$7,015,402	\$7,469,404
Total Liabilities & Equity	\$4,346,750	\$4,847,327	\$5,413,447	\$5,760,081	\$6,049,217	\$6,282,344	\$6,515,469	\$6,748,593	\$6,972,718	\$7,196,843	\$7,701,238	\$8,259,310

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	2024	2025	2026
Cash	\$2,217,046	\$4,682,795	\$8,259,310
Accounts Receivable	\$0	\$0	\$0
Inventory			
Other Current Assets			
Total Current Assets	\$2,217,046	\$4,682,795	\$8,259,310
Long-Term Assets			
Accumulated Depreciation			
Total Long-Term Assets			
Total Assets	\$2,217,046	\$4,682,795	\$8,259,310
Accounts Payable	\$0	\$0	\$0
Income Taxes Payable	\$0	\$0	\$0
Sales Taxes Payable	\$399,035	\$565,094	\$789,906
Short-Term Debt			
Prepaid Revenue			
Total Current Liabilities	\$399,035	\$565,094	\$789,906
Long-Term Debt			
Long-Term Liabilities			
Total Liabilities	\$399,035	\$565,094	\$789,906
Paid-In Capital	\$150,000	\$150,000	\$150,000
Retained Earnings	(\$188,668)	\$1,412,490	\$3,595,289

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Earnings	\$1,856,679	\$2,555,211	\$3,724,115
Total Owner's Equity	\$1,818,011	\$4,117,701	\$7,469,404
Total Liabilities & Equity	\$2,217,046	\$4,682,795	\$8,259,310

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Cash Flow Statement (With Monthly Detail)

2024	Jan '24	Feb '24	Mar '24	Apr '24	May '24	June '24	July '24	Aug '24	Sept '24	Oct '24	Nov '24	Dec '24
Net Cash Flow from Operations												
Net Profit	(\$30,000)	\$0	\$0	\$113,038	\$256,943	\$387,298	\$155,444	\$130,238	\$153,795	\$167,067	\$238,714	\$284,145
Depreciation & Amortization												
Change in Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Inventory												
Change in Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Sales Tax Payable	\$0	\$0	\$0	\$24,300	\$52,350	\$76,650	\$32,910	\$28,050	\$32,556	\$37,777	\$52,360	\$62,082
Change in Prepaid Revenue												
Net Cash Flow from Operations	(\$30,000)	\$0	\$0	\$137,338	\$309,293	\$463,948	\$188,354	\$158,288	\$186,351	\$204,844	\$291,074	\$346,227

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Investing & Financing

Assets Purchased or Sold

Net Cash from Investing												
Investments Received	\$150,000											
Dividends & Distributions	\$0	\$0	\$0	(\$11,303.75)	(\$25,694.25)	(\$38,729.75)	(\$15,544.35)	(\$13,023.75)	(\$15,379.51)	(\$16,706.67)	(\$23,871.35)	(\$28,414.47)
Change in Short-Term Debt												
Change in Long-Term Debt												
Net Cash from Financing	\$150,000	\$0	\$0	(\$11,304)	(\$25,694)	(\$38,730)	(\$15,544)	(\$13,024)	(\$15,380)	(\$16,707)	(\$23,871)	(\$28,414)
Cash at Beginning of Period	\$0	\$120,000	\$120,000	\$120,000	\$246,034	\$529,632	\$954,850	\$1,127,659	\$1,272,923	\$1,443,894	\$1,632,031	\$1,899,233
Net Change in Cash	\$120,000	\$0	\$0	\$126,034	\$283,598	\$425,218	\$172,809	\$145,264	\$170,972	\$188,137	\$267,202	\$317,812
Cash at End of Period	\$120,000	\$120,000	\$120,000	\$246,034	\$529,632	\$954,850	\$1,127,659	\$1,272,923	\$1,443,894	\$1,632,031	\$1,899,233	\$2,217,046

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2025	Jan '25	Feb '25	Mar '25	Apr '25	May '25	June '25	July '25	Aug '25	Sept '25	Oct '25	Nov '25	Dec '25
Net Cash Flow from Operations												
Net Profit	\$143,034	\$168,250	\$233,897	\$297,703	\$174,000	\$177,775	\$173,500	\$173,025	\$173,500	\$168,975	\$368,125	\$303,428
Depreciation & Amortization												
Change in Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Inventory												
Change in Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Sales Tax Payable	(\$365,369)	\$38,527	\$53,110	\$63,082	\$39,027	\$39,527	\$39,077	\$39,027	\$39,077	\$39,127	\$78,165	\$63,682
Change in Prepaid Revenue												
Net Cash Flow from Operations	(\$222,335)	\$206,777	\$287,007	\$360,785	\$213,027	\$217,302	\$212,577	\$212,052	\$212,577	\$208,102	\$446,290	\$367,110

Investing & Financing

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Assets Purchased or Sold												
Net Cash from Investing												
Investments Received												
Dividends & Distributions	(\$14,303.44)	(\$16,825.00)	(\$23,389.68)	(\$29,770.30)	(\$17,400.00)	(\$17,777.50)	(\$17,350.00)	(\$17,302.50)	(\$17,350.00)	(\$16,897.50)	(\$36,812.48)	(\$30,342.80)
Change in Short-Term Debt												
Change in Long-Term Debt												
Net Cash from Financing	(\$14,303)	(\$16,825)	(\$23,390)	(\$29,770)	(\$17,400)	(\$17,777)	(\$17,350)	(\$17,302)	(\$17,350)	(\$16,897)	(\$36,812)	(\$30,343)
Cash at Beginning of Period	\$2,217,046	\$1,980,408	\$2,170,360	\$2,433,977	\$2,764,991	\$2,960,618	\$3,160,143	\$3,355,370	\$3,550,119	\$3,745,346	\$3,936,550	\$4,346,028
Net Change in Cash	(\$236,638)	\$189,952	\$263,617	\$331,015	\$195,627	\$199,524	\$195,227	\$194,749	\$195,227	\$191,204	\$409,477	\$336,767
Cash at End of Period	\$1,980,408	\$2,170,360	\$2,433,977	\$2,764,991	\$2,960,618	\$3,160,143	\$3,355,370	\$3,550,119	\$3,745,346	\$3,936,550	\$4,346,028	\$4,682,795

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2026	Jan '26	Feb '26	Mar '26	Apr '26	May '26	June '26	July '26	Aug '26	Sept '26	Oct '26	Nov '26	Dec '26
Net Cash Flow from Operations												
Net Profit	\$204,012	\$451,643	\$513,500	\$312,725	\$259,919	\$208,487	\$208,485	\$208,485	\$198,485	\$198,485	\$455,441	\$504,447
Depreciation & Amortization												
Change in Accounts Receivable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Inventory												
Change in Accounts Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Income Tax Payable	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Change in Sales Tax Payable	(\$519,656)	\$94,098	\$103,970	\$65,182	\$55,210	\$45,488	\$45,488	\$45,488	\$45,488	\$45,488	\$94,498	\$104,070
Change in Prepaid Revenue												
Net Cash Flow from Operations	(\$315,644)	\$545,741	\$617,470	\$377,907	\$315,129	\$253,975	\$253,973	\$253,973	\$243,973	\$243,973	\$549,939	\$608,517

Investing & Financing

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Assets Purchased or Sold												
Net Cash from Investing												
Investments Received												
Dividends & Distributions	(\$20,401.23)	(\$45,164.33)	(\$51,349.95)	(\$31,272.47)	(\$25,991.85)	(\$20,848.73)	(\$20,848.52)	(\$20,848.52)	(\$19,848.52)	(\$19,848.52)	(\$45,544.12)	(\$50,444.74)
Change in Short-Term Debt												
Change in Long-Term Debt												
Net Cash from Financing	(\$20,401)	(\$45,164)	(\$51,350)	(\$31,272)	(\$25,992)	(\$20,849)	(\$20,849)	(\$20,849)	(\$19,849)	(\$19,849)	(\$45,544)	(\$50,445)
Cash at Beginning of Period	\$4,682,795	\$4,346,750	\$4,847,327	\$5,413,447	\$5,760,081	\$6,049,217	\$6,282,344	\$6,515,469	\$6,748,593	\$6,972,718	\$7,196,843	\$7,701,238
Net Change in Cash	(\$336,045)	\$500,577	\$566,120	\$346,634	\$289,137	\$233,127	\$233,125	\$233,125	\$224,125	\$224,125	\$504,395	\$558,073
Cash at End of Period	\$4,346,750	\$4,847,327	\$5,413,447	\$5,760,081	\$6,049,217	\$6,282,344	\$6,515,469	\$6,748,593	\$6,972,718	\$7,196,843	\$7,701,238	\$8,259,310

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	2024	2025	2026
Net Cash Flow from Operations			
Net Profit	\$1,856,679	\$2,555,211	\$3,724,115
Depreciation & Amortization			
Change in Accounts Receivable	\$0	\$0	\$0
Change in Inventory			
Change in Accounts Payable	\$0	\$0	\$0
Change in Income Tax Payable	\$0	\$0	\$0
Change in Sales Tax Payable	\$399,035	\$166,059	\$224,812
Change in Prepaid Revenue			
Net Cash Flow from Operations	\$2,255,714	\$2,721,270	\$3,948,927
Investing & Financing			
Assets Purchased or Sold			
Net Cash from Investing			
Investments Received	\$150,000		
Dividends & Distributions	(\$188,667.85)	(\$255,521.14)	(\$372,411.50)
Change in Short-Term Debt			
Change in Long-Term Debt			
Net Cash from Financing	(\$38,668)	(\$255,521)	(\$372,412)
Cash at Beginning of Period	\$0	\$2,217,046	\$4,682,795
Net Change in Cash	\$2,217,046	\$2,465,749	\$3,576,516
Cash at End of Period	\$2,217,046	\$4,682,795	\$8,259,310

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