

**By analyzing RNA we can detect Disease, monitor Health and design next generation Cures**

**Industry:** Diagnostic/Biotech

**Management:**  
[Gitte Pedersen](#), CEO, Co-founder, Former Founder and CEO Proximity Ventures  
[Morten Pedersen](#) PhD, CSO, Co-founder, Fellow, Department of Cellular and Molecular Medicine, Copenhagen University  
[Jesper Zeuthen](#), PhD, CMO, former partner Bankinvest and founder of the Danish Cancer Society  
[Bill Southworth](#), VP Data, Founder/CEO HarvardNet  
[Charles Svitlik](#), PhD, MD, Medical Director, Prof Naugatuck College

**Board:**  
[Dan Adams](#), Former CEO Biogen, Founder/CEO/Chairman of Protein Sciences (exit Sanofi for \$750M)  
[Melina Fan](#), PhD (genetics), CSO Founder Adgene  
[Kim Tennican](#) Co-Founder Seattle Women’s Impact Fund  
[Kirsten Dinesen](#), Founder/CEO FrontPage

**Number of Employees:** 15

**Finance:** \$1M Bridge \$20M Series A  
 Auditor: Berdon  
 Funding to date: Private investors, \$1.5M, \$6.5M grants  
 Use of Proceeds: Sales and Marketing, Inventory, Expansion

**IP:** Patents pending, trademarks and trade secrets, proprietary algorithms & databases

**Legal:** Duane Morris, FullSky Partners, Wilson Sonsini

**Collaborators:** Rutgers Cancer Institute, Nation Cancer Institute (NCI), The Danish Cancer Society, OvaCure, The Val Skinner Foundation, Yale

**Exit Strategy:** Sequence based diagnostics company or pharma interested in developing next generation cures

**Company Video:** <http://bit.ly/GExVideo>  
**OneRNA® Video:** <http://bit.ly/OneRNAMovie>  
[www.genomicexpression.com](http://www.genomicexpression.com)  
 @dnbarcode (50,000 followers)

**Business Description and company background:**

Commercial stage RNA platform company with several launched diagnostic products under CLIA (FDA waiver). OneRNA® enables refurbishing existing drugs on an individual patient basis for cancer patients running out of treatment options as well as the design of Next Generation Cures such as mRNA vaccines.

**Market Opportunity / Unmet Need:**

Cure cancer NOW by Individualizing treatment based on RNA Sequencing leveraging existing drugs as the toolbox and design novel RNA cancer vaccines/therapeutics. This would disrupt the current standard of care regime where only 1 out of 4 cancer drugs prolongs life, because we treat all the patients the same way while we are spending \$160B (CAGR 9.8%) on cancer drugs and 8 million patients die every year. The Total Addressable Market for OneRNA® in cancer is \$50B, women’s cancer \$3B.

**Products / Services, launched and pipeline:**

Proprietary RNA sequencing platform that enables sequencing of real clinical samples as well as the clinical interpretation. Launched in breast, pipeline in several other indications. Can either analyze all RNA in one assay (Cancer) or a lot of samples in one run (e.g. OVID19). Cloud based HIPAA and GDPR compliant platform for analyzing data from order to report. Enables the development of disease and health algorithms (AI). *Potential for improvement of outcome in 100% of the patients.*

**Commercial / Technical Milestones:**

Obtained CLIA and validated 3 products. Obtained Medicare/Medicaid coverage as well as some private payors. OneRNA is validated in 3 grant funded clinical programs, Launched in breast cancer 2021, ovarian in 2022 and colon in 2023. Revenue generating. Milestones: 1) Enter into pharma collaboration 2021, 2) Expand payor coverage in multiple states 2021-2023.

**Competition / Competitive Advantages/ Customer Benefits:**

Current players are focused on sequencing DNA panels, which does not reveal the expression status of the genes, thus it cannot predict response to immune therapies, the only real cures for cancer. Today 50% of all new therapies are immune therapies. Panels re becoming outdated due to rapid innovation cycles. *Can only improve outcome for 16% of the patients.* Current market for DNA panels is \$4B.

**Company History:**

Genomic Expression was the diagnostic partner in Denmark’s first large sequence based project called “Genome Denmark”. The project was funded by the Danish Innovation Fund with \$32 million. The OneRNA® technology and vision was created as a result of this public private partnership.

**Awards:**

Top placement in Women’s Founders Network, XTC (Richard Branson), Molecular Tri-Conference, Red Herring, MedTech Innovator, won the Lyfebulb-Helsinn Award, won EIC Life Science award and EUTop50, Won Guidewell and semifinalist in the XPRIZE. Presented for European Commission & UN addressing sustainability goals in health. Featured in [Forbes](#).

**Financial Forecast (Unaudited):**

Business Models: 1) Sell OneRNA as a diagnostic service to community hospital systems (80% of market) 2) Partner with Top Oncology Medical Centers internationally to offer OneRNA to all their patients enabling them to sequence in-house (OneRNA kit +OneRNACloud) 3) Partner with Pharma to expand the label of existing drugs and develop next generation cures.

	2019	2020	2021	2022	2023	2024
<b>Revenues (M)</b>	\$ 0.75	\$ 0.60	\$ 5	\$ 32	\$ 113	\$ 240
<b>growth rate (%)</b>		-20%	733%	540%	253%	112%
<b>Gross Profit (M)</b>	\$ 0.60	\$ 0.50	\$ 4	\$ 29	\$ 104	\$ 223
<b>Gross Margin (%)</b>	80%	83%	86%	91%	92%	93%