**Superhero Traits**

Speed

Muscle mass

Bone mass

IQ

**Separate?**

EQ

Personality

Start report with what they’re best at (you’re super strong/the Hulk or something) with image(s)

Mention which category, then what page the detailed report is on

Then a normal report I guess?

Give them a percentage (better than xx% of population, etc) – if possible

Otherwise, above average or excellent at will work

At things they are below average on, mention that it can be overcome with hard work

On the thing they’re best at (superhero page) make sure that there is some special design on it

Could mention tips on improving in a certain area (diet, exercises, etc) regardless of score… but change it a bit depending on score

Summary at end (excels, above average, average, below average)

Maybe add a little more about the project/genotyping and such in general at end and stuff specifically relating to the product

If not a % (probably not one)

Maybe make a fusion of all the “superhero” traits for some kind of superhero… like superman if they are good at everything

It could be nice to try combining the personality traits with the physical ones so it could provide a more accurate “superhero” – or maybe multiple physical traits (since adding personality makes it kind of hard)

Ex. Batman could go with someone who is introverted and very smart

Or superman would be someone who is above average in everything?

Speed = the flash

Muscle mass = hulk

IQ = ?

Common Superheroes

Superman

Batman

Spiderman

Wonder woman

Wolverine

Captain America

Hal Jordan (Green Lantern)

The Hulk

The Flash

Iron Man

… would I need permission (from marvel and WD or whatever…) to use these superheros?

I could draw my own thing (though that might take away the point)

Why would people buy this product?

Besides just interest, since they wouldn’t pay a $100 because they’re interested

…

…………… uh

It could tell them what they should work on, but no one wants to hear stuff like that tbh

But it can be really cheap… since we don’t have to do the genotyping

I’ll let others figure out the cost and stuff

Maybe first present which superhero (add facebook/twitter/instagram so they can “share with friends”) and then asking if they want to see the details (for a small charge)

Though I might still have to pay helix.com for it…

Strength (Muscle Mass) – The (Incredible) Hulk – “You wouldn’t like me when I’m Angry”

Speed – The Flash – “Life is locomotion…keep moving

Iron – Iron Man – “I am Iron Man”?

Bone Mass - ????

IQ – Batman? – “I work alone”

All? 3+ traits? – Superman – “You’re going to change the world”

Pages:

Subject

Rating

Gene Tested

You’re (subject) is (score; above, normal, below average)

Sprint Gene Text

ACTN3 is a major component of “fast twitch” muscle fibers. It fires quickly and generates more force than “slow twitch” fibers. Having the sprint gene means having more ACTN3, allowing for more explosive running.

You’re (score) means that you are a (good/bad) sprinter.

(if has) The presence of the sprint gene means that one can run faster. In exchange however, the fast twitch muscles are less oxygen efficient leading to less endurance.

You would be good at activities involving short bursts of quick movement. For example (examples)

(if not present) It is more difficult for you to run quickly. However, slow twitch muscle fibers are more oxygen efficient meaning that you would be better at endurance than those with the sprint gene.

You would be good at long, stamina based activities. For example (examples)

Iron

Iron metabolism has been shown to have genetic influences, changing the level of iron and the ability of the body to transport oxygen.

Muscle Mass

The muscle mass gene influences how easily one can gain/how much muscle mass one could potentially have.

Although you have (above average) ability to gain muscle, it is important to have proper exercise and nutrition in order to build muscle.

Some good ways to build muscle are by doing weight training. Doing fewer reps with heavy weights is a better way to grow muscle than many reps with light weight.

You have (average/below average) ability to gain muscle.

Bone Mass

Bone mass has been found to be strongly correlated to genetic factors.

Higher bone size has been found to decrease risk of bone fracture in older age.

Exercise has been shown to help maintain and build bone mass. Eating a diet rich with calcium and vitamin D can also help to build bone mass.

IQ – Intelligence Quotient

A persons IQ has been found to be related to their genetics.