



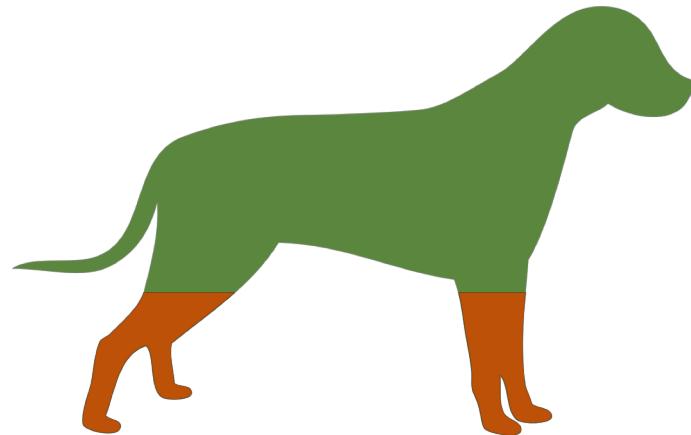
G e n o P e t

for dog and you

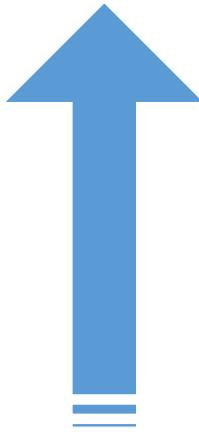


# The Problem

Limited integration of personal genomic data into people's daily lives



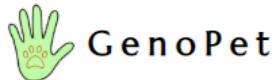
Osteoarthritis effects 25% of dogs



Cases of dog diabetes have increased by 80% since 2006

Weight control is the most important factor for prevention

# Our Solution

[HOME](#)[OVERVIEW](#)[RESULTS](#)[TIMETABLE](#)

# GenoPet

for dog and you



# Integration

## Trait

## Rex



Rex is at risk of developing *hip dysplasia* (risk allele at *BICF2S23913508*).

**Regular exercise** can help delay the onset of this condition.



Likely to get sick if treated with **Imodium**.

[Expand](#).



Risk of kidney disease.

[Expand](#).

## Trudy

Trudy may have a predisposition to **diabetes** based variants in multiple genes.

**Regular exercise** can help prevent this condition.

May need to adjust doses if prescribed drugs such as **Beta blockers Anti-depressants**.

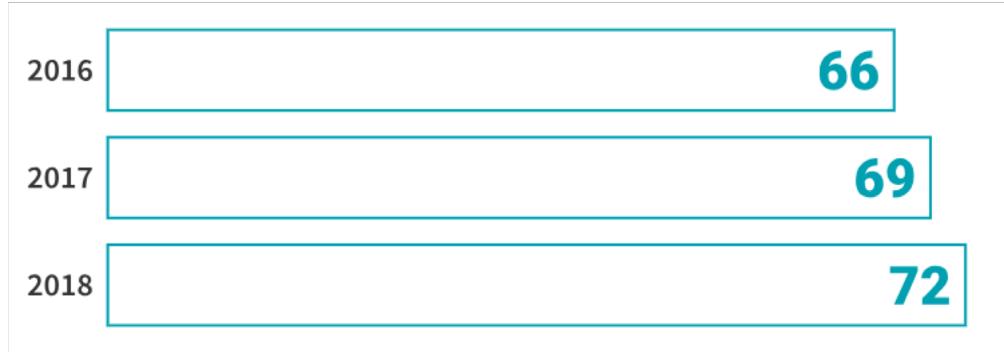
[Expand](#).

# Trudy's week

Sun	Mon	Tue	Wed	Thu	Fri	Sat
<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
Holiday to Cornwall Dog at home 7am – 9pm	Tackle diabetes by running 7am, 800 Howard St., San Francisco	Tackle Diabetes with Dog 7 – 8am	Take Dog for a Walk 7 – 8am			
	2P3/Materials[5]L McShane 9 – 10am	2CW/Lab/IDP/Computing (see rota)[5]C () 9 – 11am	2CW/Lab/IDP/Computing (see rota)[5]C () 9 – 11am	2CW/Lab/IDP/Computing (see rota)[5]C () 9 – 10am	2P6/Linear Systems[6]L 9 – 10am	
	2P5/Analysis of Circuits[5]L 10 – 11am				2P4/Thermofluid Mechanics[5]L 10 – 11am	
	2CW/Lab/IDP/Computing (see rota)[5]C () 11am – 1pm	2P2/Structures[3]L Seffen 11am – 12pm	2P2/Structures[3]L Seffen 11am – 12pm	2CX/Sustainable Engineering[5]L 11am – 12pm	2CW/Examples (see rota)[5]L 11am – 12pm	
		2P7/Vector Calculus[5]L 12 – 1pm	2P4/Thermofluid Mechanics[5]L 12 – 1pm	2P3/Materials[6]L McShane 12 – 1pm		
		Sugarless Food With Dog 1 – 2pm	Diabetic Friendly Diet 1 – 2pm	Cheat Day! 1 – 2pm		
		paper 5 sup grp1 2pm, Z5				
		paper 5 sup grp2 3pm, Z5		paper 5 sup grp4 3pm, Z3		
	Dog ball training for fitness 4:30 – 5:30pm	Group 4 - P7, Peter Griffin 4pm, Z1 Group 5 - P7, Peter Griffin 5pm, Z3a Christ's	paper 5 sup grp3 4pm, Z1 P6, G1 P6, G2 ( sped up ) 5:30pm, Z8	Group 1 - P7, Peter Griffin 4pm, Z3a Christ's	paper 5 sup grp4 4pm, Z3 P4 - Group 3 4pm, Z34	
				Group 2 - P7, Peter Griffin 5pm, Z3a Christ's	P4 - Group 4 5pm, Z34	
				Group 3 - P7, Peter Griffin 6pm, Z3A, Christ's		



# The Market



American pet spending reaches new high

3.6 million people...

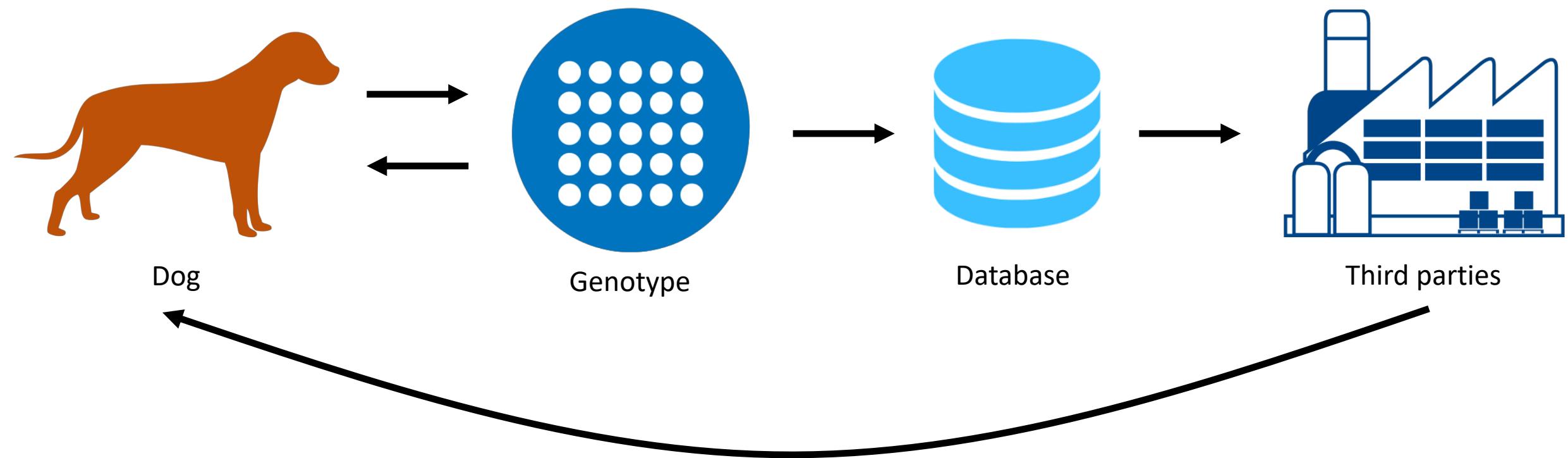
in the US have been genotyped and have a dog



of millennials consider pets as children



# Business model





# Value Proposition

Empower owners

Integrate genomics into daily lives

Further genomics research



# Competition

