



YOUR INDIVIDUAL GENETIC REPORT

www.ogen.pl

|

WHAT IS OUR MISSION?



**Our goal is to make individual genetic analysis a part of everyday life
and thereby improve the quality of healthcare and our lives**

WHAT'S THE PROBLEM?



How many lives could be changed if anyone had access to this knowledge?

Thanks to genetic testing Angelina Jolie knew that the risk of her getting a breast cancer was as high as 87%!

She paid 3 000 USD for the test that has changed her life!



OUR SOLUTION



We offer you individual genetic analysis on which basis we prepare your **Individual Genetic Report**.

We create the Report based on a sample of your DNA (saliva) and contains about **170 pages of detailed information on your health, dietary and sport predispositions**.

HOW DOES IT WORK?



1



2



3

ORDER A SET

Our sampling set will arrive within 2-3 days.

SEND A SAMPLE

Follow the attached instructions to collect a sample. Then, register on [ogen.pl](#) to order free collection of the sample.

GET YOUR REPORT

We will send you an e-mail after your Individual Report is ready. Log in on our website and discover your genes!

You can use our Report while consulting with your physician, dietician, or personal coach!

OUR STORY



There's a personal story behind our firm.
We started OGEN because we needed a product like this.
We are determined and that is why in just 10 months
we have already delivered results.

OUR BUSINESS MODEL

THEMATIC REPORTS

Soon, we will be able to expand our offering by introducing thematic reports, whose goal is to deal with specific health issues.



DATA ANALYSIS

With the growth of our firm we will gradually focus on the analysis of data we gather to improve the process of creating personalized medicine.

GENETIC REPORTS

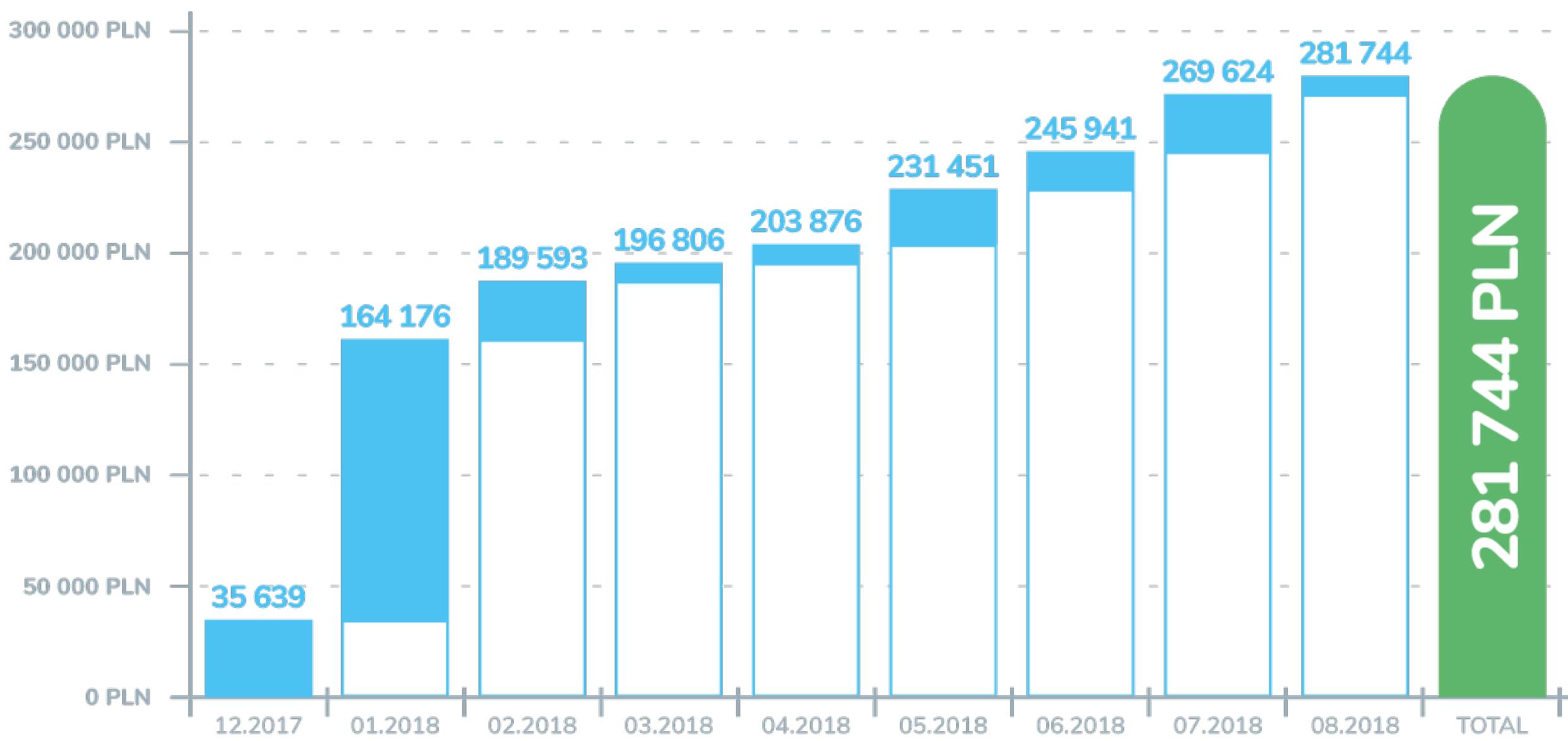
Offering individual genetic analysis is the foundation of our business.



Our state-of-art IT system

enables automatic data interpretation. We can **quickly scale** our business and keep our cost low.

OUR TRACTION



We have already sold **300 Individual Genetic Reports** for a total of almost **300k PLN net (ca. 70k EUR)** in just **10 months!**

COMPETITION

NAME	 Myogen	 23andMe	 VITAGENUM LEPSZE ŻYCIE DZIĘKI DNA	 enel-med	 INVICTA
Scope of analysis	Very broad (Ca. 650k points)	Very broad (Ca. 599k points)	Narrow (1-13 points)	Narrow (2-10 points)	Narrow (1-5 points)
Data Interpretation	Broad Data categorized by: diet, sport, health, medicine metabolism and other.	Broad (limited for most European customers) Data categorized by: health, risk factors, lifestyle etc.	Broad Offering categorized by 13 products (according to gender, risk factors, intolerance or immunity).	Limited Two product lines: oncologic and specialistic.	Limited Two product lines: oncologic and specialistic (e.g. fertility).
Ease of Use	Easy	Difficult (for most European customers)	Easy	Relatively easy	Easy
Free Update	Yes full scope	Yes limited scope	No	No	No
Price	Moderate EUR 275 for individual report and raw data	Nominal price low, but requires additional fees! EUR 100 for ancestry report and EUR 200 for the report and raw data	Relatively low EUR 70 - EUR 200	Relatively high EUR 150 - EUR 700	Nominal price low (because discounted) EUR 100 - EUR 400 (special offer) EUR 1000 (regular)



FOUNDERS



Jarosław Purwin
CEO, Sales & Marketing

Jarek graduated from Warsaw University of Technology and the University of Cambridge. He gathered professional experience at Simon, Kucher & Partners consultancy in London as well as in pharmaceutical companies in Poland and Germany. He manages one of the TOP10 marketing budgets in Poland as the Marketing Director of Natur Produkt Zdrovit.



Aneta Borkowska
R&D

MD and engineer in one, Aneta is combining a passion for medicine with her interests in new tech. She co-founded ogen.pl and genomy.com. Aneta works at the Center for Oncology and at a hospice. She is also pursuing a PHD with a focus on rare melanoma. An enthusiast of healthy lifestyle and longevity.



Mateusz Kowalczyk
IT, Security

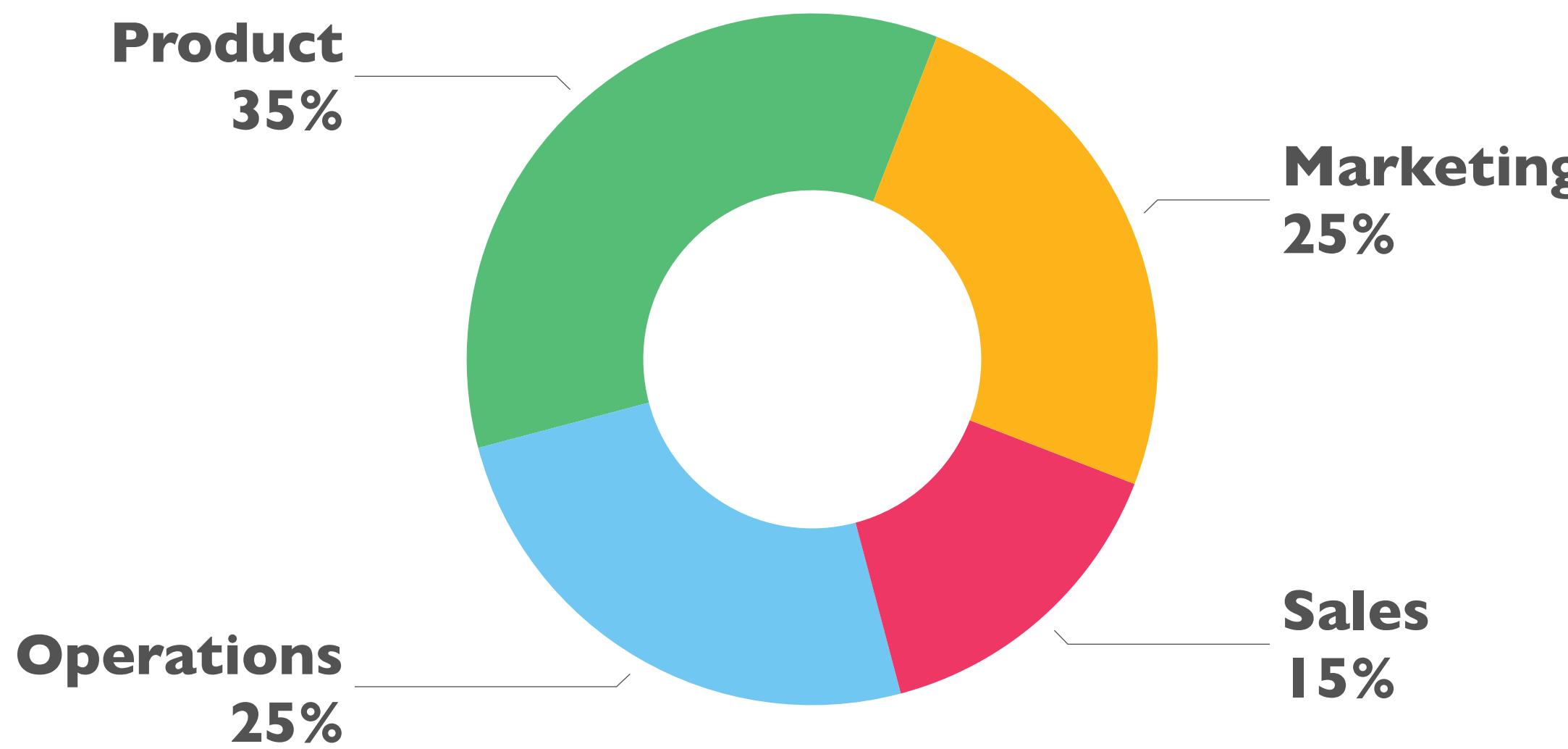
Biomedical and computer engineer with broad international education (Toronto, Madrid, Paris, Istanbul). Blockchain consultant since 2010. Mateusz gathered his professional experience working at the National Center for Nuclear Studies. He co-founded genomy.com and ogen.pl



Zuzanna Połanecka-Purwin
Legal & PR

Zuzanna has broad experience in managing public relations of stock exchange-listed companies, public affairs, crisis management and government relations. A graduate of the Faculty of Law at the University of Warsaw she used to work for the leading law firms in Warsaw on real estate, infrastructure and investment projects.

HOW MUCH ARE WE RAISING?



We are raising PLN 5-7m, of which PLN 4m in equity crowdfunding in order to accelerate our growth!

HOW ARE WE GOING TO USE IT?

PRODUCT	SALES
We want to expand our product offering by creating specialized products, aimed at solving specific health problems.	<ul style="list-style-type: none">- We need to build our direct sales (e.g. attending trade shows & med events).- We are going to build our sales support team.- We want to expand our affiliate network.
MARKETING	OPERATIONS
We want to build our brand in the (social) media, especially through content marketing.	We need to cover operational cost (mostly fixed costs related to IT infrastructure).

HAVE QUESTIONS? CONTACT US!



Zuzanna Połanecka-Purwin

T: +48 607 333 773

E: zuzanna@ogen.pl