

### “A Vitamin Routine Based on Your Genes!”

### CEO: Rachel Evans

### CTO: Sophie Tanker

### CFO: Andra Buchan

### Problem

People are often not getting the nutrients they need to support their lifestyles, whether it be athletes, the elderly, new parents, or the general working class. People often seek food options that are convenient rather than options that will keep them healthy and full of energy.

### Our Product

Ansora uses microarray data to create personalized vitamins. Customers will send a saliva sample, and expression of many different genes such as vitamin receptor genes will be analyzed. A monthly supply of personalized vitamins such as calcium, iron, folic acid, Omega 3, Vitamins A, B, B12, C, D, K, and more will then be sent to customers.

### Customer Discovery Plan

One of the most common threads in our customer discovery process has been customer hesitancy about sharing their genetic data with a corporation. We plan to include explicit language in our Terms of Service stating that genetic information will be destroyed as soon as it is no longer needed for supplement formulation. Specific blends and other nutritional information will be kept on file, but all customers will receive an email informing them when their genetic data is deleted from the database. These safety and security measures will also allow us to save on cloud storage costs.

Our team intends to use a new and emerging marketing strategy by partnering with university student-athletes to leverage Name, Image, Likeness (NIL) opportunities and promote our products to younger audiences. We performed customer discovery on student athletes at Robert Morris University and the University of North Carolina at Charlotte and found that they were interested in both commission-based programs and flat stipend based programs.

### Our Team

Rachel Evans, our CEO, is an undergraduate student in Bioinformatics with experience in both management and more than half a dozen different work environments. Her own medical history as well as a deep interest in public health and wellness gives Ansora a unique outlook on the supplement industry.

Andra Buchan, our CFO, is an early entry Master’s student in Bioinformatics and an Olympic level diver with experience in genetic data analysis, handling DNA, advertising, design, and customer outreach. Her experience in an elite athletic environment and partnerships with companies allows Ansora to more effectively reach out to the athletic and active community, one of Ansora’s largest customer groups.

Sophie Tanker, our CTO, is an early entry Master’s student in Bioinformatics with experience in both frontend and backend design. Her previous experience with patent preparation and prosecution has allowed Ansora to develop a long-term plan for protection of our intellectual property, ensuring best ROI for our investors.

### Timeline

Within the next month, Ansora hopes to achieve more customer discovery and find more target customer groups. Within the next five months, we hope to pinpoint specific vitamin receptor genes to be used in our microarrays, as well as order customized microarrays.

At this time we hope to conduct further research into the efficacy of different vitamins, such as pills, gummies, or powders. In the following three months from there, we will obtain all necessary lab supplies, vitamins, and packaging materials needed as well as data structures for member storage. A year from now we plan to begin our trial period, relying heavily on feedback of trial customers. In the next two years, we hope to obtain a profitable customer base and several NIL partnerships with student athletes.

### Budget

To afford the necessary lab materials, vitamins, packaging and advertising as well as support employees, we are expecting to have a budget at around 9 million. At this time, our highest priorities are:

1. Development of a custom microarray chip ($100k)

Our current estimates place the development of this chip at $100k for research and development costs as well as an upfront payment for 1,000 chips.

1. Warehouse space ($183k/yr)

We do not believe that it is necessary to purchase a warehouse at this time, but we do believe that we need space rental to allow for maximum efficiency in packaging and shipping operations. We have earmarked rental space in the Charlotte metro area to give access to Charlotte Douglas International Airport (air shipping) and Nordic Warehouse Inc (freight train shipping).

1. Staff costs ($1.5m)

In order to source the best and brightest bioinformaticians in the area, we will focus our staff recruitment efforts on the graduate programs at the University of North Carolina at Charlotte and North Carolina State University. $1.5m will cover industry standard salary and benefits for 8-9 full time employees.