



## COMPANY OVERVIEW:

Phaeno is a cutting-edge biological tools company that has developed PSeq, a revolutionary RNA sequencing platform. Phaeno's technology uniquely maps the genomic drivers of functional phenotypes across various domains, including human health, animal research, agriculture, and biofuels.



### KEY INFORMATION:

- Founded:** July 6, 2020
- Headquarters:** Irvine, California
- Industry:** Genomic Tools
- Current Round:** \$5M SEED
- Funding to Date:** \$1M pre-seed (friends and family), \$150K dilutive capital, \$415K grant revenue
- Current status:** Commercialization and product development finalization.
- Comparable Companies:** PacBio, Oxford Nanopore, Element Biosciences, 10x, Quantum Si



### THE CHALLENGE:

The genomic revolution has not delivered on its promises, primarily due to the inadequacy of DNA sequencing technologies in accurately mapping genes to phenotypes. This gap has hindered advancements in understanding disease mechanisms, drug discovery, and precision medicine.



### OUR SOLUTION:

PSeq is a next-generation RNA sequencing technology that offers unmatched resolution and accuracy in mapping the functional genome. It is the only platform capable of fully sequencing the functional human genome, enabling breakthroughs in disease understanding, drug development, and precision medicine.



### MARKET OPPORTUNITY:

The global genomic sequencing market is projected to reach \$95 billion by 2030. Phaeno's PSeq technology, with its superior performance and cost-efficiency, is poised to dominate this rapidly growing market.



### MILESTONES:

- 2022:** Established R&D lab, secured NIH grant
- Q2 2025:** Completed PSeq development
- Q1-2026:** Launch of PSeq as an RUO service



### REVENUE MODEL:

Phaeno plans to initially offer PSeq as a research-use-only CLIA service, followed by research-use-only (RUO) kits and cloud-based data analysis software. Future phases include clinical applications through licensing and building a blockchain-based data-sharing platform.



### COMPETITIVE ADVANTAGE:

PSeq offers superior resolution, accuracy, and cost-efficiency in RNA sequencing. Its compatibility with existing NGS platforms ensures easy adoption by customers without the need for retooling, setting it apart from competitors like PacBio and Oxford Nanopore.



### MANAGEMENT TEAM:



**William S. Agnew, PhD** (CEO, Co-founder)  
Renowned academic with extensive experience in molecular physiology, formerly at Johns Hopkins and Yale.



**Mark C. Emerick, PhD** (Cofounder CSO)  
School of Medicine Senior Research Scientist  
Adjunct Faculty, Dept of Physiology



**Giovanni Parmigiani, PhD** (Cofounder CTO)  
Current: Dana Farber / Harvard Cancer Center Associate Director for Population Sciences Dana Farber Cancer Institute, Harvard T.H. Chan School of Public Health Professor, Dept of Data Sciences



**Bill Haack** (CBO, CFO):  
Over 20 years in life sciences with leadership roles at Genentech and Genomic Health, contributing to the launch of major biotech products.



**Hedi Mouchard** (COO, Co-founder):  
A seasoned corporate communications expert with a 25-year track record working with top-tier clients in the life sciences industry.