

Please find a wealth of industry information, where and how Bina fits in, some product info, and profiles of members of the Bina team attached to this message.

1. An Introduction To Bina!

- See our Wired article: [From Code to Cure](#)
- An article by our founder: [Narges Bani Asadi in VentureBeat](#)
- If we do it right, here's how it all will come together:
[\[Video\] The Future Of Patient-Centered Cancer Care and Research](#)
- Learn more about our us: [\[Video\] Bina Product](#) & [\[Video\] Bina Company](#)

2. The advances that have been made in the field of genomics and how our technology is part of that. There is a lot of good information out there about how rapidly the technology has progressed for sequencing a genome.

- This is a good overview: [The \\$1000 Genome](#)
- How Doctors Could One Day Use Your DNA To Cure You: [Wired Article](#)

3. What happens when it becomes fast and cheap to sequence a genome? People do a lot more sequencing. That creates a lot of data that needs to be (a)analyzed and (b) managed. Our product does both.

- Here is a good overview of genomic analytics, including the secondary and tertiary analytics our product supports:
[A Hitchhiker's Guide to Next Generation Sequencing](#)
- Here is an article that provides some context on the amount of data that is being generated, and why managing it is such a critical task:
[Sequencing the genome creates so much data we don't know what to do with it](#)

4. The level of impact we can have now that we are part of Roche. I usually use the example of liquid biopsy, or testing for cancer by taking a blood sample. When we were a standalone company we made a research tool that other companies would use to develop products like liquid biopsy. Now we are actually building the software that is shipped with those products. This is a really hot space right now, as evidenced by announcements like this, which give a good overview of the technology:

- What we're working on: [Liquid Biopsy](#)
- From the news: [Guardant Health Which Tests for Cancer](#)
- [Illumina's Bid to Beat Cancer with DNA tests](#)

4. Hear from our team!

[Greg Gibeling, Sr. Architect](#)

[Amir Kiani, Director of Product Management](#)

[Hugo Lam, Head of Data Insights](#) (Sr. Director of Bioinformatics)

Presentation by CTO: [Where Genomics Meets Big Data](#)