

STARTUP FAST
PASS

OMIX

Personalized hygiene from your genes.

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Meet the Team

Original Concept

Initial Plan:

TARGET MARKET

Individuals with allergies, health conditions, or want personalized nutritional plans

FEATURES

Omix would recommend nutritional products

REVENUE STREAMS

A one-time payment

CUSTOMER DISCOVERY INSIGHTS

32

IN PERSON

Women/men
aged 18-55

42

SURVEYS

Women/men
aged 18-30

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QUESTIONS

How
Where
Why
Time
Impact
Cost

Insights

What we learned

✓ Hygiene Products

✓ Trusted sources

✓ Trial & Error

✓ Costly

✓ Time

Problem

Young, working women lack an understanding of their bodies' unique needs when using self-care products.

Solution

Omix uses DNA analysis to recommend hygiene products tailored to their unique needs.





Hygiene Products

Women are struggling to find the right hygiene products



Efficiency

Research to find the products is timely and costly



Evidence-based

Women struggle to find trusted sources



Revenue Streams

One-time payment and an optional subscription to receive hygiene products

OUR PIVOT

Next Steps

2022 Timeline



A horizontal timeline with four diamond-shaped markers. Below each marker is a step number and a description of the step.

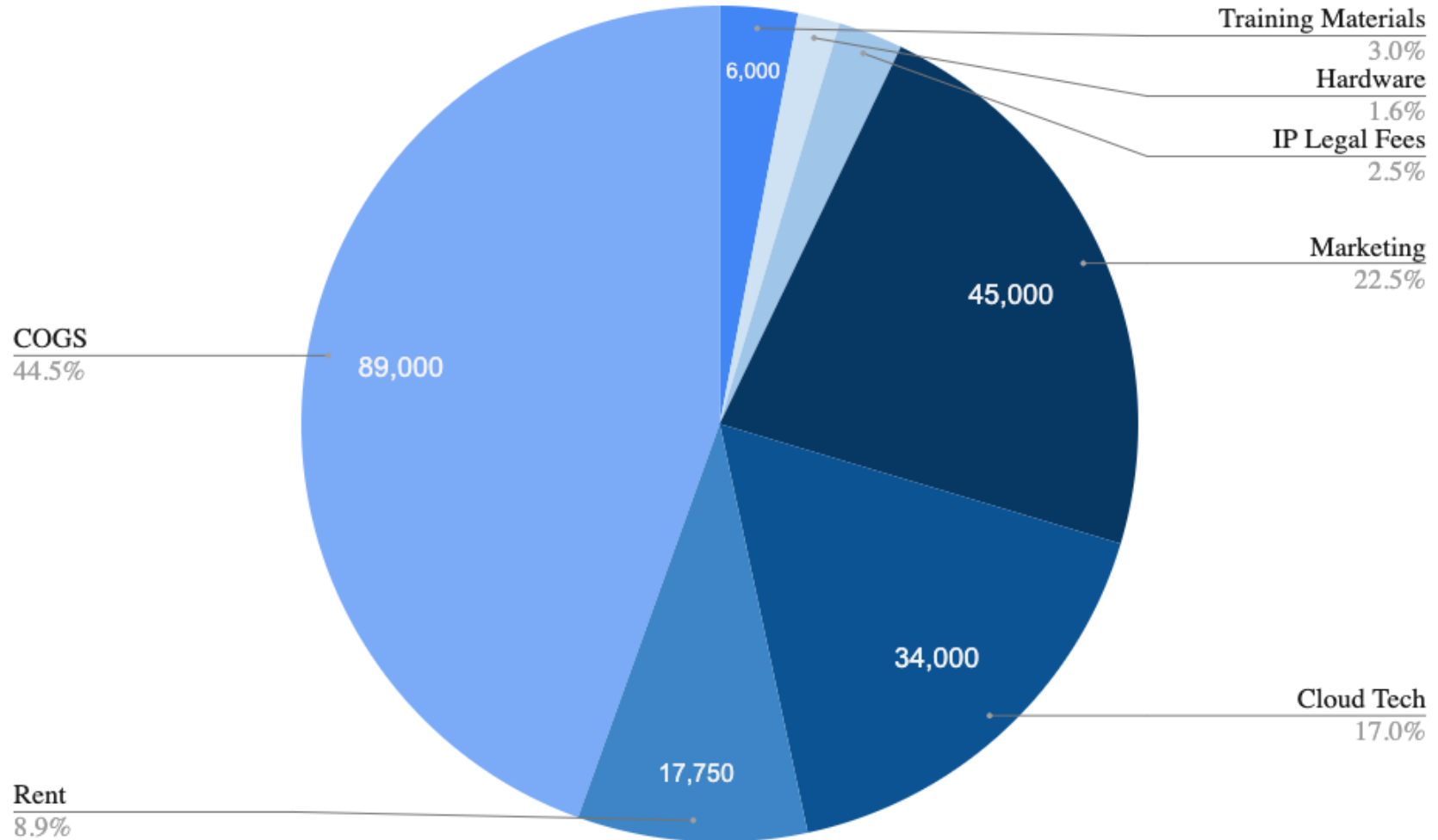
STEP 1
Customer
Discovery &
validation

STEP 2
Software
Development &
Intellectual
Property

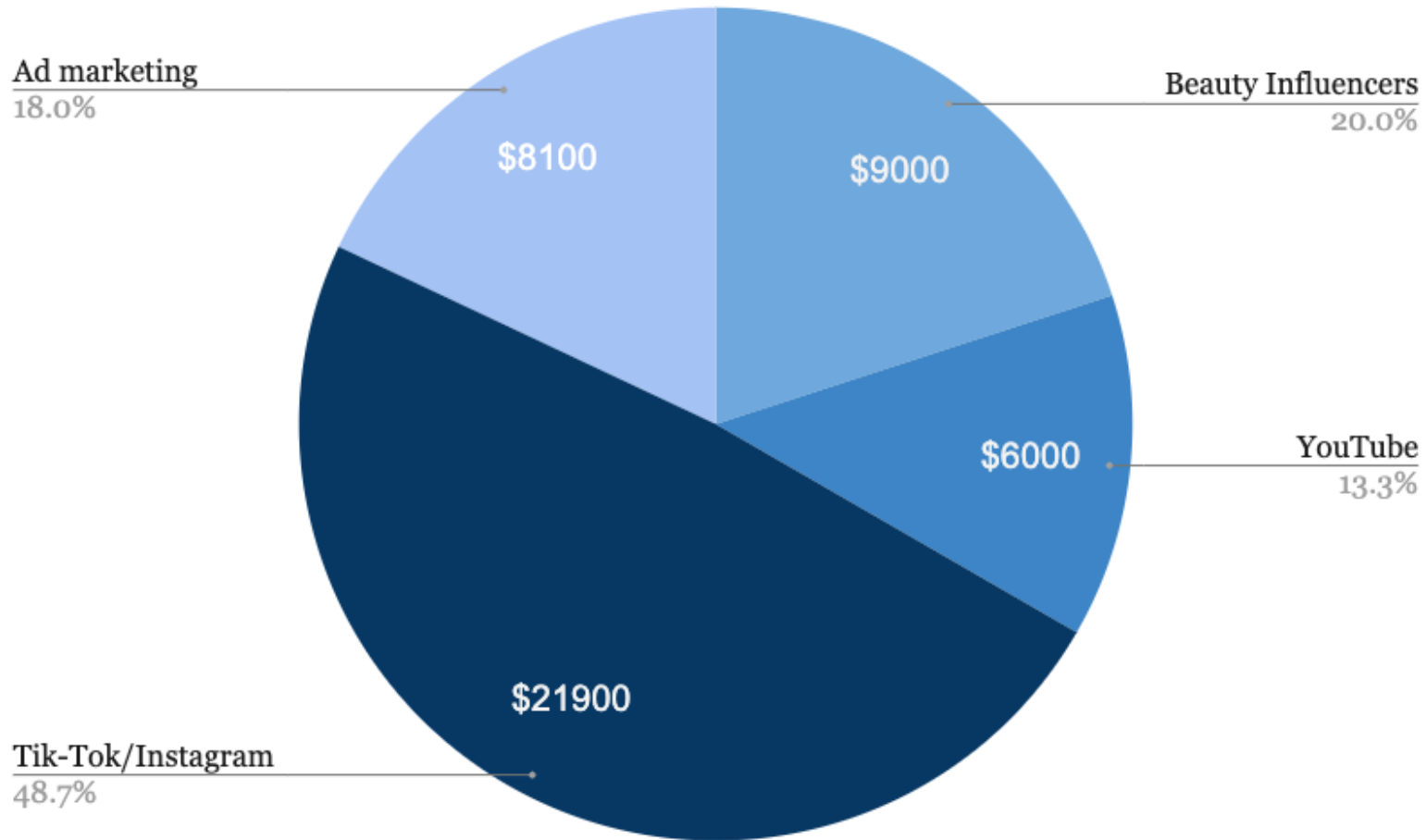
STEP 3
Prototype Testing

STEP 4
Funding
Opportunities

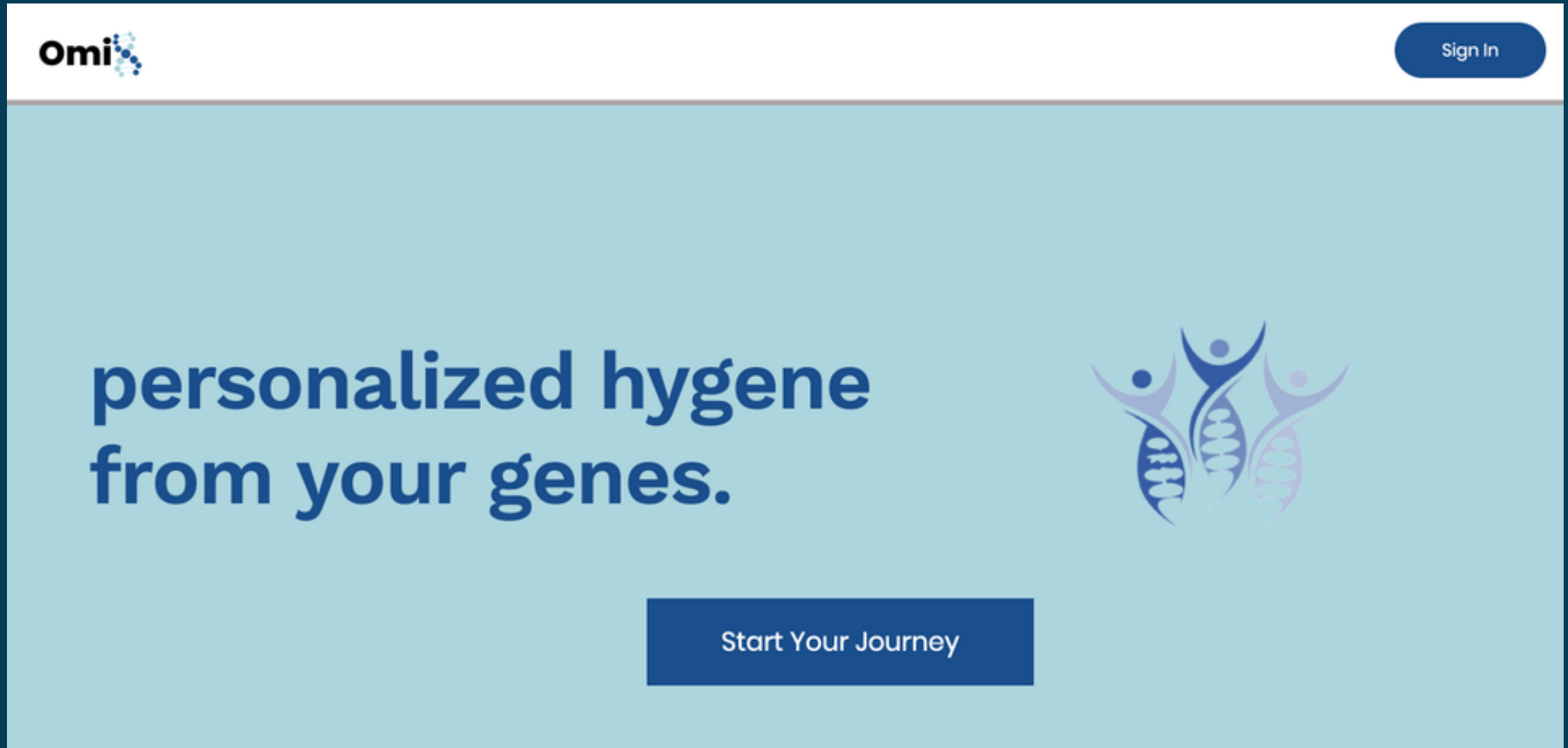
Financing



Marketing



Homepage



Website

How Hygene Works



Address

Texas A&M University

Contact

(979) 326-8214





Thanks & Gig'em



Contact your AWS representative:
<https://aws.amazon.com/contact-us/>

Export date: **10/15/2022**

Language: **English**

Estimate title: **My Estimate**

Estimate URL: <https://calculator.aws/#/estimate?id=38cab9184a802660a76f876e7a556ea2b741ab02>

Estimate summary

Upfront cost	Monthly cost	Total 12 months cost
0.00 USD	2,819.98 USD	33,839.76 USD
		Includes upfront cost

Detailed Estimate

Name	Group	Region	Upfront cost	Monthly cost
Amazon API Gateway	No group applied	US East (Ohio)	0.00 USD	100.00 USD

Description:

Config summary: HTTP API requests units (millions), Average size of each request (256 KB), REST API request units (millions), Cache memory size (GB) (None), WebSocket message units (thousands), Average message size (32 KB), Requests (100 per month)

Amazon EC2	No group applied	US East (Ohio)	0.00 USD	1,290.78 USD
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Description:

Config summary: Operating system (Linux), Quantity (20), Pricing strategy (EC2 Instance Savings Plans 1 Year No Upfront), Storage amount (30 GB), Instance type (t4g.xlarge)

Amazon RDS for MariaDB	No group applied	US East (Ohio)	0.00 USD	1,429.20 USD
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Description:

Config summary: Storage volume (General Purpose SSD (gp2)), Storage amount (30 GB per month), Quantity (4), Instance type (db.r5.large), Utilization (On-Demand only) (100 %Utilized/Month), Deployment selection (Multi-AZ), Pricing strategy (OnDemand)

		Designed for:	Designed by:	Date:
Lean Canvas		Hygene	Team Omix	10/16/2022
Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
Young women lack an understanding of their bodies' unique needs when using self-care products	Gene sequencing that tailors and recommends personal hygiene products for you.	We analyze your genes to give you the best	Uniquely pivots towards genetics relating to hygiene as opposed to other fields giving a good headstart	Women: <ul style="list-style-type: none"> - Young professionals - Age 20 to 35 year
Existing Alternatives	Key Metrics	High-Level Concept	Channels	Early Adopters
<ul style="list-style-type: none"> - Trail and Error - Information Overload - Friend and Family Suggestion - Personal Research 	<ul style="list-style-type: none"> - Conversion rate of customers from influencers - Actual cash flow 	Omix = Ancestry + Curology	<ul style="list-style-type: none"> - Influencers - Partnerships with hygiene products 	Women into skincare/personal care products
Cost Structure		Revenue Streams		
<ul style="list-style-type: none"> - Paying for influencer, marketing - Research/Development to actively update of products - Cost of gene sequencing - Cost of shipment & distribution 		<ul style="list-style-type: none"> - Actual Gene Sequencing - Subscription Model 		

Oxford Nanopore MinION Sequencer



Powerful

Get up to 50 Gb data from a single flow cell*.

* Theoretical max output when system is run for 72 hours at 420 bases / second. Outputs may vary according to library type, run conditions, etc.



Portable

Sequence anywhere, including at sample source.



Real time

Immediate data streaming for rapid, actionable results.



Unrestricted read length

Generate short to ultra-long (>4 Mb) reads for ultimate experimental flexibility.