

EDNA Executive Summary



EDNA, Inc.

Democratizing Genomic Data Through Blockchain Technology

The Home Of

HelixVision

"State-of-the-Art (40x Deep - T2T) Clinical Grade (Q70+) Whole Genome Sequencing"

ChromoVault

"Secure Blockchain Privacy and Control You can Count on"
(Patent Pending)

Vivian AI

"Hyper-Personalized Medicine, Novel Variant Detection, Crispr Design Outputs & Quantum Compute Ready"

LifeLedger

"Transforming Personal Data into DeFi Financial Freedom for Everyone"

And More

Executive Summary

March 2025

Democratizing Genomic Data Through Blockchain Technology

EDNA is pioneering a revolutionary approach to genomic data ownership, security, and monetization through an innovative blockchain-based platform. Our mission is to empower individuals with complete control over their genetic information while creating new opportunities for scientific advancement, personalized healthcare, and financial inclusion.

Market Opportunity

The global genomics market is experiencing explosive growth, projected to reach \$59.28 billion in 2025 and expand at a 14.89% CAGR to \$118.67 billion by 2030. This growth is driven by decreasing sequencing costs, increasing adoption of precision medicine, and growing consumer interest in genetic insights. Despite this expansion, the industry faces significant challenges in data privacy, ownership rights, and equitable compensation for genetic information.

EDNA addresses these challenges by creating the first platform that truly democratizes genomic data through blockchain technology, establishing DNA as an asset class that can be securely shared, ethically monetized, and fairly compensated.

Our Solution

EDNA's platform integrates advanced whole genome sequencing with blockchain technology to create a secure, transparent ecosystem where:

1. **Individuals maintain complete ownership and control** of their genomic data
2. **Smart contracts govern all data transactions**, ensuring transparency and fair compensation
3. **Blockchain security** protects sensitive genetic information from unauthorized access
4. **DeFi mechanisms** enable new financial models for genomic data utilization
5. **Ethical frameworks** ensure responsible use of genetic information

Our platform connects three key stakeholder groups: - **Individual consumers** seeking genetic insights and fair compensation - **Genetic counselors** providing professional interpretation and guidance - **Research institutions & Pharmaceutical companies** requiring diverse genomic datasets.

Competitive Advantage

EDNA's unique positioning at the intersection of blockchain technology and genomics creates significant competitive advantages:

1. **Unmatched data privacy and user control** compared to traditional genomics companies
2. **Transparent compensation model** that fairly rewards data contributors
3. **Blockchain-secured data integrity** ensuring immutable records and access control
4. **DeFi integration** creating new financial opportunities for participants
5. **Ethical framework** built into the platform's core architecture

Financial Highlights

EDNA projects strong revenue growth across four primary streams:

- Sequencing Services:	\$2M in Year 1, growing to	\$15.2M by Year 5
- Genetic Counseling Fees:	\$1.2M in Year 1, growing to	\$8.7M by Year 5
- Research Platform Fees:	\$0.8M in Year 1, growing to	\$12M by Year 5
- DeFi Operations:	\$0M in Year 1, growing to	\$18.6M by Year 5

Total revenue is projected to grow from \$5M in Year 1 to \$55M by Year 5, with EBITDA margins expanding from 15% to 38% over the same period.

Implementation Roadmap

EDNA's strategic implementation plan includes:

- 2025: Seed funding, platform / lab development, initial partnerships
- 2026: Series A funding, full platform launch, counselor network development
- 2027: Series B funding, international expansion, advanced analytics release

Investment Opportunity

EDNA is seeking \$5 million in seed funding to:

1. Complete platform development and blockchain integration - \$0.4M (7%)
2. Establish laboratory facilities and researcher partnerships - \$2.8M (56%)
3. Launch marketing and customer acquisition campaigns - \$0.7 million (13%)
4. Fund operations until Series A - \$1.2M (24%)

This investment represents a ground-floor opportunity in a company positioned at the convergence of two explosive growth sectors: genomics and blockchain technology.

Leadership Team

EDNA is led by a diverse team of experts in genomics, blockchain technology, healthcare, and business development, combining decades of experience in building successful ventures at the intersection of science and technology. For the most current team configuration see our website.

This executive summary provided an overview of EDNA's business plan. The remaining document details our market analysis, technology platform, business model, marketing strategy, operational plan, financial projections, and implementation roadmap.

Contact

Email: Greg Simpson – Founder/CTO
www.ednabs.io