



EDNA, Inc.

*Democratizing Genomic Data Through Blockchain
Technology*

March 2025

The Opportunities

* Current Challenges in Genomic Data

- Lack of individual ownership and control over personal genetic data
- Inadequate privacy protections for sensitive genetic information
- Inequitable compensation for valuable genetic contributions
- Data fragmentation across research and healthcare institutions
- Ethical concerns around genetic data usage and monetization
- Technical complexity creating barriers to entry

Our Solutions

* EDNA's Revolutionary Platform

- Complete individual ownership and control of genomic data
- Smart contracts governing all data transactions with transparency
- Blockchain security protecting sensitive genetic information
- Advanced whole genome sequencing with clinical-grade quality
- Establishing "DNA as an asset class" for ethical monetization
- Integrated AI analytics for personalized insights and discoveries

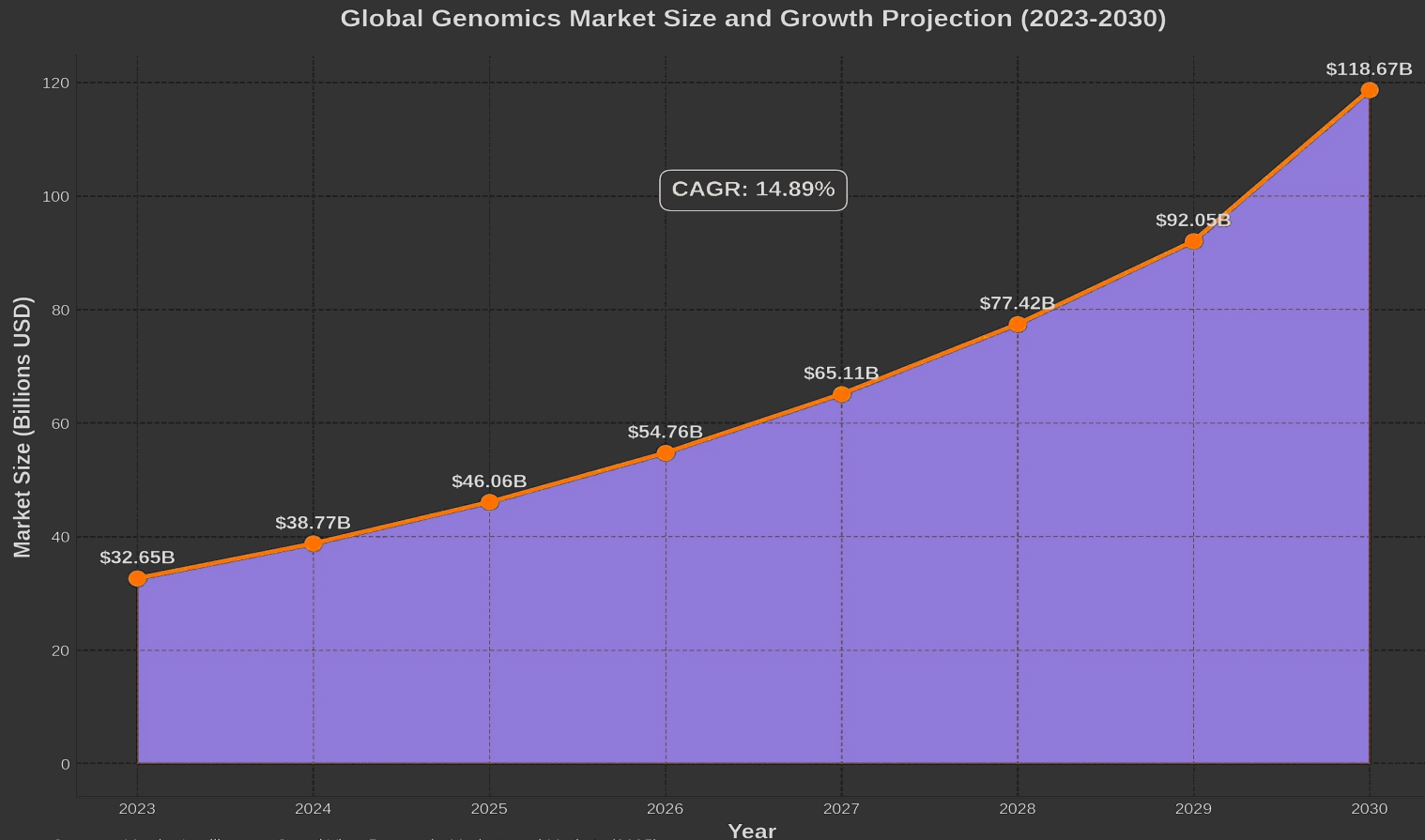
Growing Market

* Genomics Market Growth

- Global genomics market projected @ 9.28 billion in 2025
- Expected to expand @ 14.89% CAGR - 18.67 billion by 2030
- Consumer genomics segment growing at 24.6% CAGR
- Decreasing sequencing costs driving market accessibility
- Increasing adoption of precision medicine
- Growing consumer interest in genetic insights

(See market size projection chart on next slide)

Genomics Market Size and Growth Projection (2023-2030)



Sources: Mordor Intelligence, Grand View Research, Markets and Markets (2025)

Target Market Segments

Individual Consumers ~ People seeking genetic insights for health, ancestry, and personalized medicine

Genetic Counselors & Physicians ~ Professionals who help individuals understand genetic test results and implications

Research Institutions ~ Universities, pharmaceutical companies, and biotech firms conducting genomic research

Patient Advocacy Groups ~ Organizations representing patients with genetic conditions seeking treatments

DeFi DNA Asset Class Investors ~ People and organizations seeking to earn ROI on Human DNA as an Asset Class

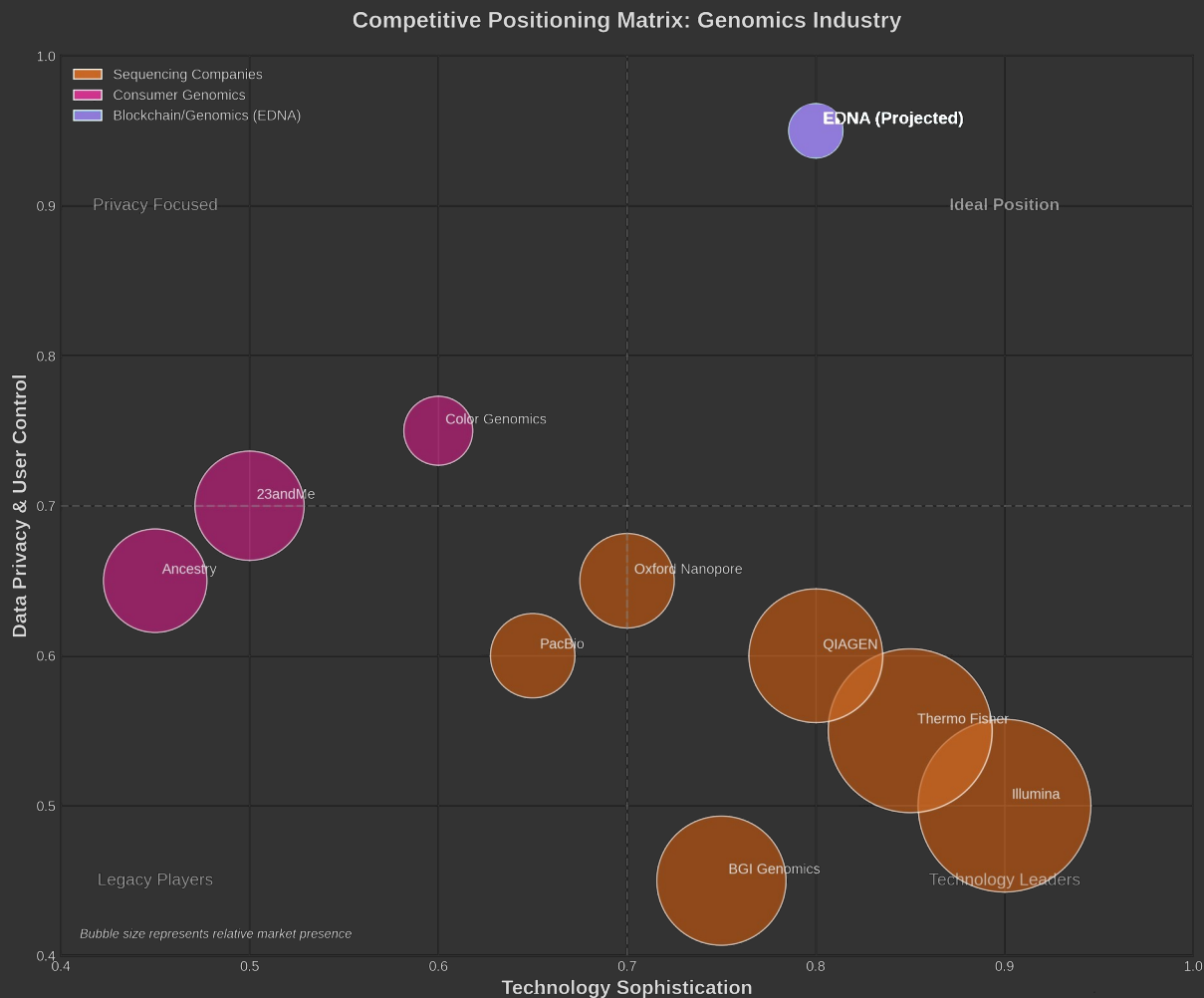
Competitive Landscape

* EDNA's Competitive Positioning

- Unique blockchain-based security and privacy architecture
- Complete user control over genomic data sharing
- Fair compensation model for data contributors
- Integrated ecosystem connecting all stakeholders
- Advanced AI analytics for personalized insights
- DeFi integration creating new value opportunities

(See competitive positioning matrix on next slide)

Competitive Positioning Matrix



EDNA SWOT Analysis

EDNA SWOT Analysis

Strategic Assessment of EDNA's Position in the Genomics Market

STRENGTHS

- Blockchain integration for data security
- Ethical framework for genomic data
- User ownership and control of data
- Fair compensation model
- Democratization of genetic data

WEAKNESSES

- New market entrant
- Limited brand recognition
- Initial capital requirements
- Complex technology to explain
- Dependency on partners

OPPORTUNITIES

- Rapidly growing genomics market
- Increasing awareness of data privacy
- Rising interest in personalized medicine
- Blockchain adoption in healthcare
- DeFi integration potential

THREATS

- Established competitors
- Regulatory changes
- Privacy concerns
- Technology adoption barriers
- Market volatility

Technology & Product

Core Product Offerings

- * **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](#))

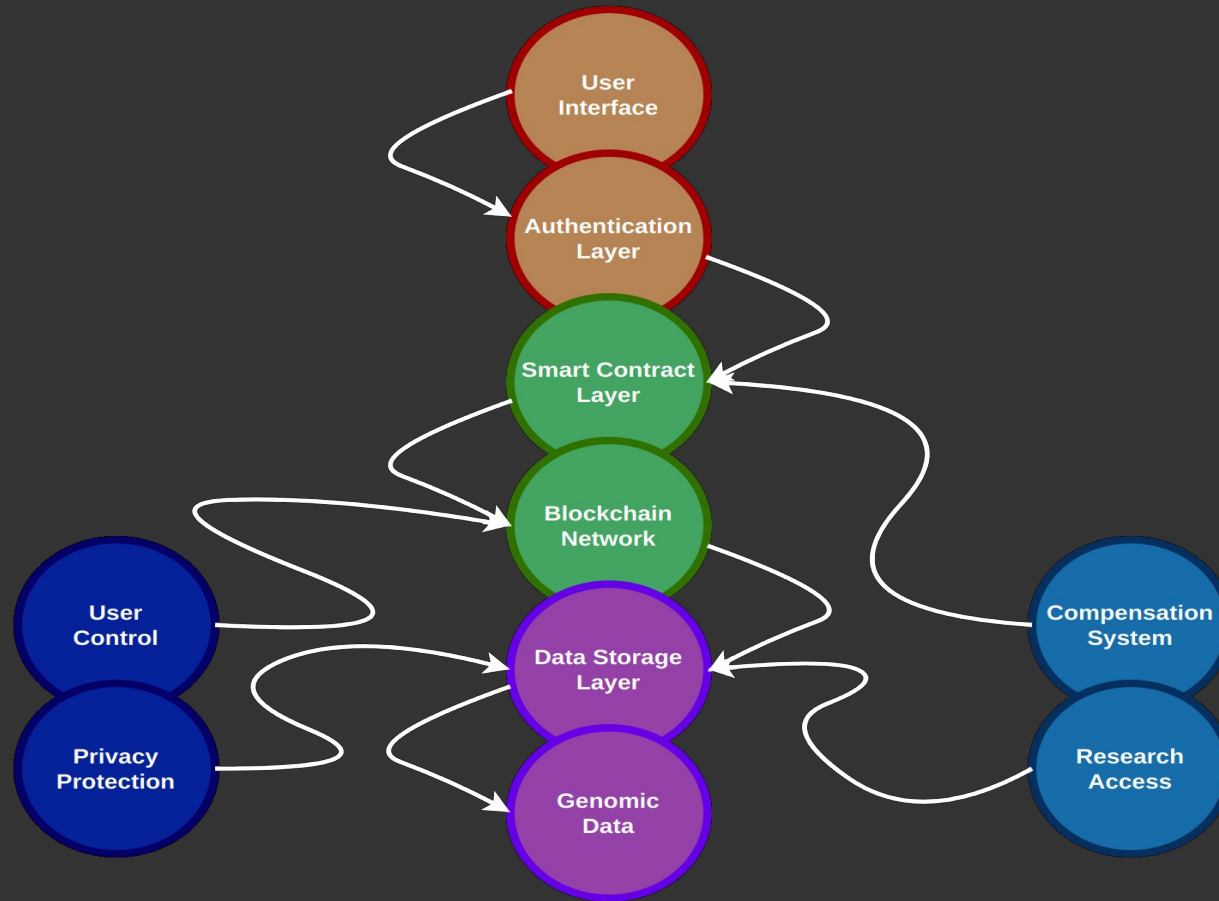
- * **Vivian AI**

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

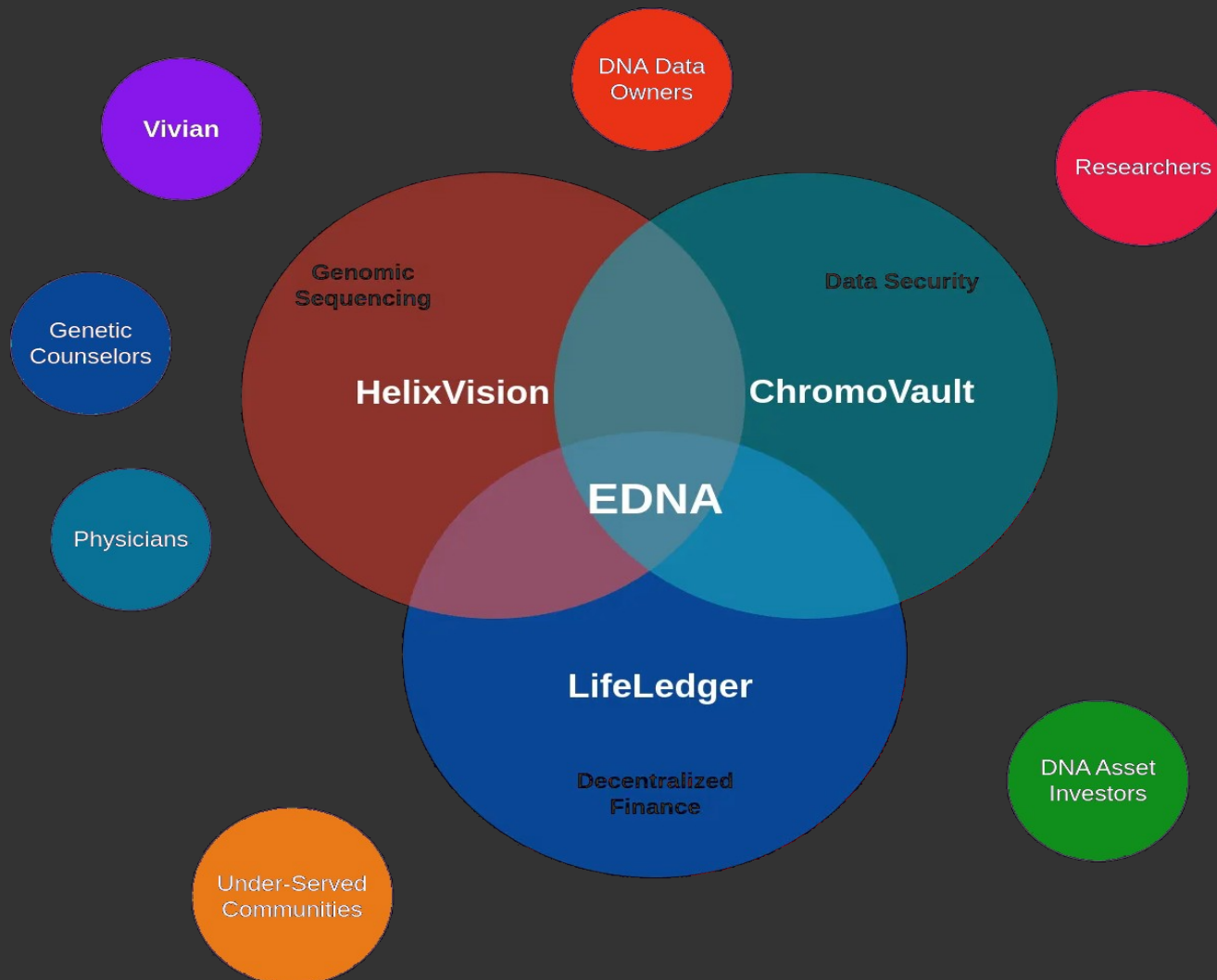
- * **LifeLedger**

- Transforming Personal Data into DeFi Financial Freedom for Everyone

EDNA Blockchain Architecture

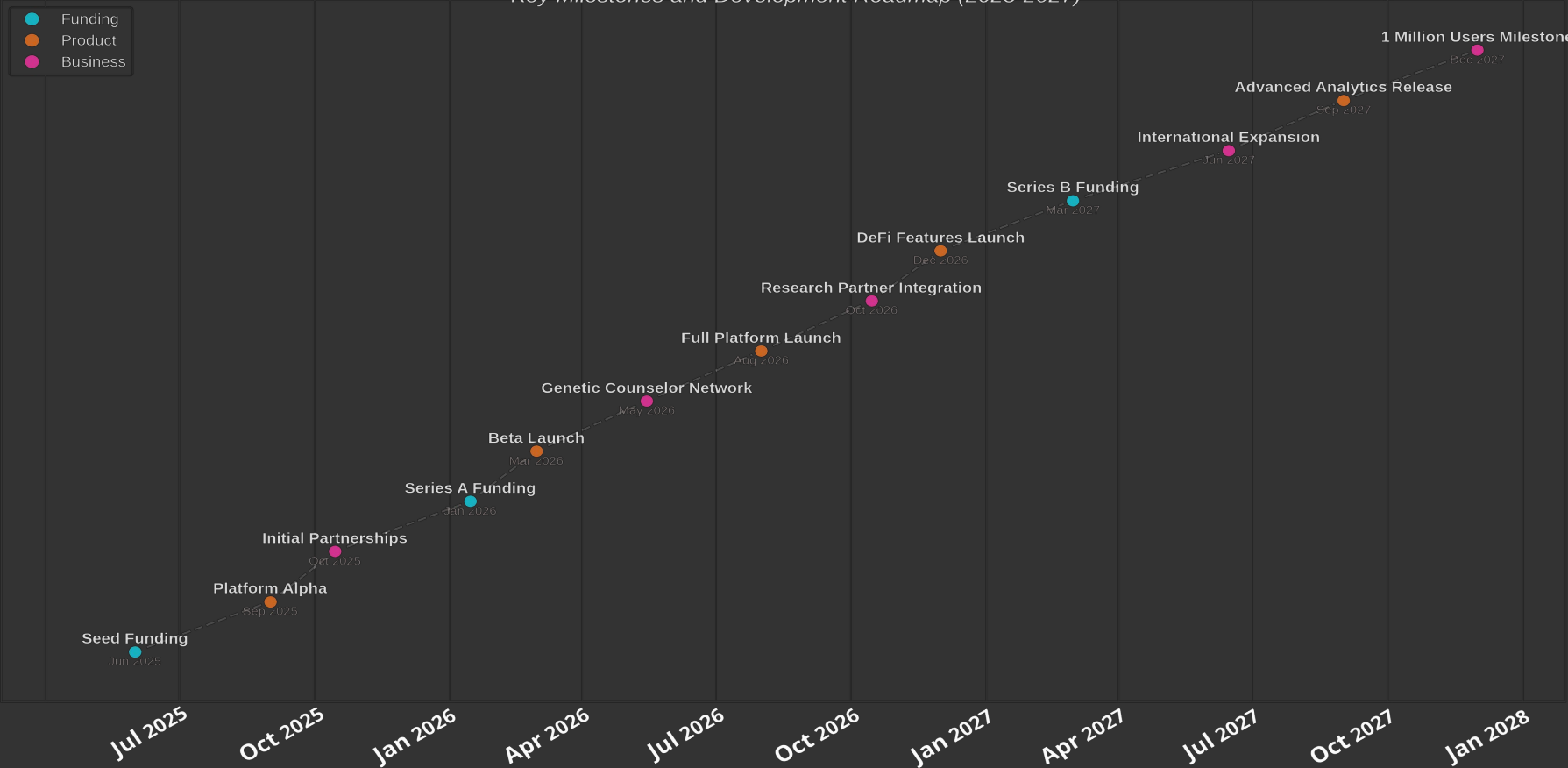


EDNA Product Offerings & Interaction



EDNA Implementation Timeline (2025-2027)

EDNA Implementation Timeline
Key Milestones and Development Roadmap (2025-2027)



Business Model

- * **Revenue Streams**

- * **Sequencing Services**

- Premium whole genome sequencing with clinical-grade quality

- * **Data Marketplace**

- Secure platform for research institutions to access genomic data with user consent

- * **Genetic Counseling**

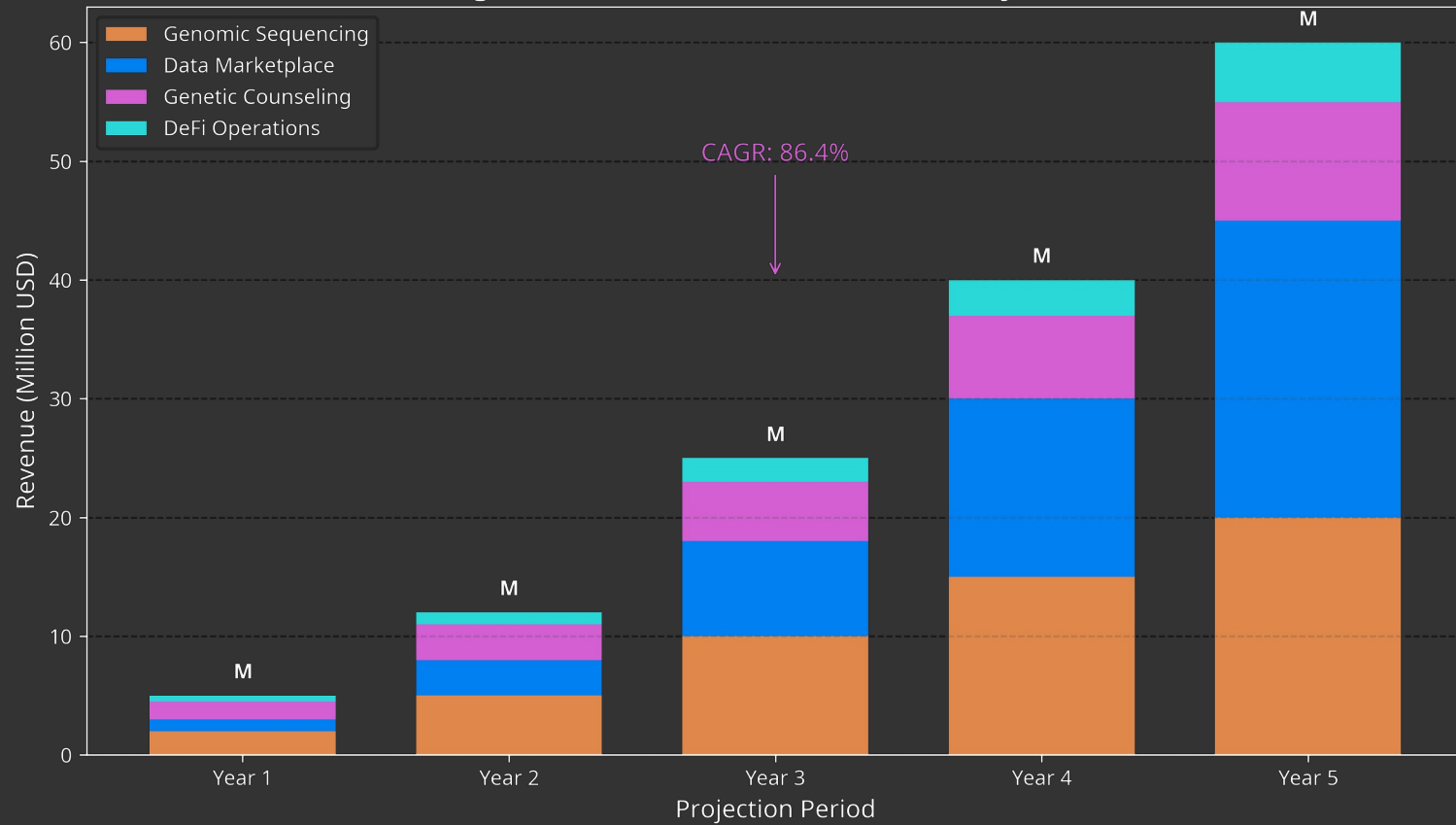
- Personalized insights and guidance based on genomic analysis

- * **DeFi Operations**

- Financial products built on tokenized genomic data assets

Revenue Streams Projection

Figure 6.1: EDNA Revenue Streams Projection

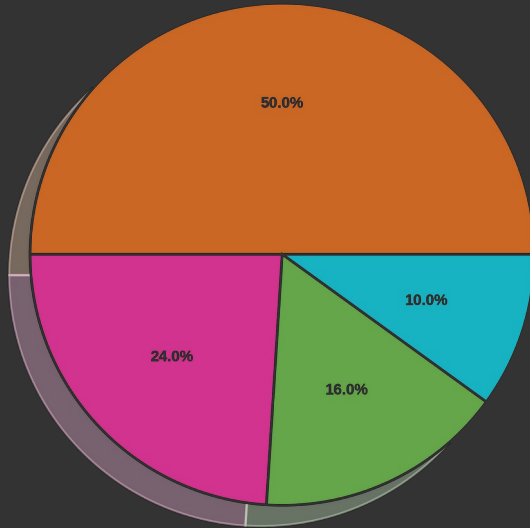


Revenue Mix Evolution

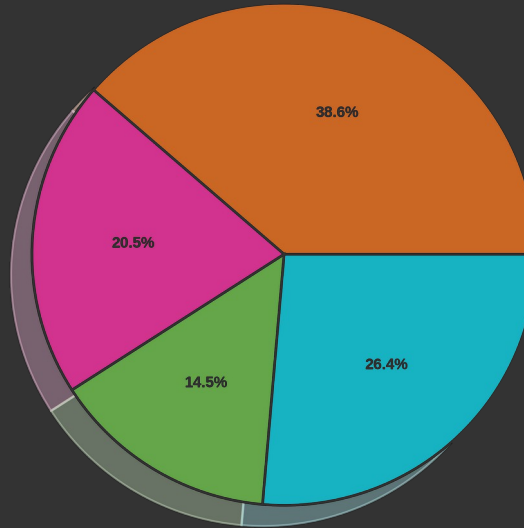
EDNA Revenue Streams Projection

Evolution of Revenue Sources Over 5 Years

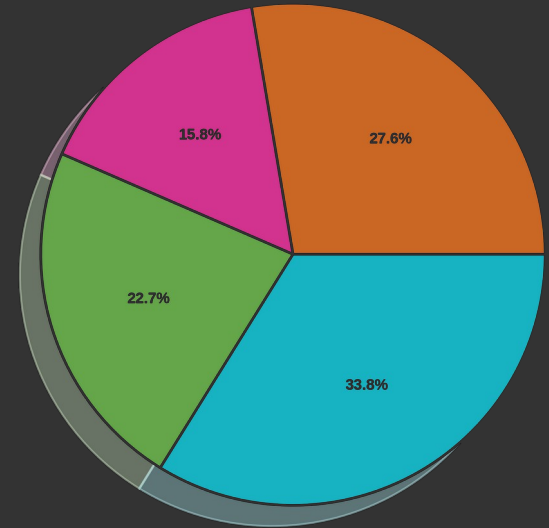
Year 1: \$5.0M



Year 3: \$22.0M



Year 5: \$55.0M



Sequencing Services Genetic Counseling Research Contributions DeFi Operations

Team & Organization

- * **Leadership Team**

- * **CEO** ~ Experienced genomics entrepreneur with successful exits
- * **CTO** ~ Blockchain architect with expertise in secure data systems
- * **CFO** ~ Financial expert with background in biotech and DeFi
- * **COO** ~ Operations leader with experience scaling genomics platforms
- * **CMO** ~ Marketing strategist specializing in healthcare technology

- * *(See organizational structure on next slide)*

EDNA Organizational Structure

BOARD OF DIRECTORS

ADVISORY BOARD

C - Suite
CEO - CFO - CMO - COO

Director Wet-Lab

Director Dry-Lab

Marketing Director

Sales Director

Operations Director

Director Support

Director Field Ops

TEAM

TEAM

TEAM

TEAM

TEAM

TEAM

TEAM

Investment Opportunity

* Funding Requirements

- Seeking \$5M Seed investment
- Funds will be allocated to:
 - Platform Development Completion: \$0.4 million (7%)
 - Sequencing Capabilities: \$2.8 million (56%)
 - Marketing and Customer Acquisition: \$0.7 million (13%)
 - Operations and Overhead: \$1.2 million (24%)
- Projected 5-year ROI: 8-10x
- Multiple exit strategies available including IPO, strategic acquisition, and tokenized equity conversion

Join the Genomic Revolution

- * **EDNA is positioned to transform the genomics industry by:**
 - Empowering individuals with control over their genetic data
 - Creating a secure, transparent ecosystem for genomic information
 - Establishing fair compensation for valuable genetic contributions
 - Accelerating scientific discovery and personalized medicine
 - Democratizing access to genomic insights across demographic boundaries
- * **Contact Information**
 - Email: team@ednalabs.io
 - Website: <https://ednalabs.io>