

The Future of DNA Testing



60 meters

A single human genome produces enough information to fill a stack of paperback books this high.



250 companies

Offering consumer DNA testing kits globally. Rightangled are the only NHS backed company in the UK.



Precise diagnosis

Consumer DNA testing kits will reduce the money spent on drugs to treat illness in the future by providing patients with a more precise diagnosis.



30%-60%

Currently all patients with the same condition receive the same first line treatment even though it may only be 30%-60% effective.



£15billion

The amount the NHS currently spends on drugs each year to treat illness.



\$1billion

The value of the consumer DNA testing industry by the year 2020.

1 Platform

Connecting patients and users with medical and fitness specialists who can provide context and action plans on what users "can do next" based on their genetics, lifestyle and health and fitness goals.

Founded in 2015

With a mission to facilitate better clinical decision making through personalised medicine.

2 Founders

Abbe and Flo developed the service out of a need they witnessed first-hand with an immediate family member who was suffering side effects from a blood thinner medication called Plavix. A genetic test was the only way to personalise cardiac care and reduce side effects.

NHS backed

The only NHS England backed DNA testing company in the UK.

3 Reasons

Rightangled was seed funded and backed by the National Healthcare Service in the UK:

- ✓ The simple business model by which specialists are paid per test review through an Uber like system.
- ✓ The low-price tag of the full service which assigns users with specialists based on Geo location.
- ✓ The robust Research and Development of its genetic markers that is based on qualified and accepted research.

Ethos

At its core, Rightangled believes in a simple equation: **Environment + Genetics = Physical characteristics.**

The only tests available in the UK that analyse both environmental factors in combination with a customer's genetic profile.

4 DNA tests

To accommodate a range of health and fitness needs.

- ⊕ **Heart DNA Test** Identifies anomalies that can increase or lower cardiovascular risks.
- ⊕ **Fitness DNA Test** Details how to optimise muscle growth, shed excess fat and manage blood sugar levels.
- ⊕ **Woman Wellness Test** Assesses how likely it is for women to develop Venous Thrombosis (Blood Clots) and helps women understand how certain oral contraceptives may increase their chances of developing blood clots, dependent on their genes.
- ⊕ **Wellness Pro DNA Test** Provides individuals with the full package of services, giving users an unparalleled understanding of their personal physiology and how to optimise their health and fitness.

Trustworthy

A trusty healthcare provider amongst the medical professionals both in the private and public healthcare sectors.

Excellent customer service

A service centred around its' customers, partner cardiologists, GPs, Personal trainers and Nutritionists. The online platform lets users book follow up appointments directly with partner specialists, and access educational tools to help answer any DNA related questions.

Medically trustworthy

The only CQC registered healthcare provider in the industry, Rightangled quickly received wide recognition and adoption amongst medical professionals both in the private and public healthcare sectors, in addition to leading medical insurers.

International

Offices in London and the United States (Austin, Texas).

What's next?

Rightangled will be releasing two more products in the next two years. The first, specialised in drug responses for Mental Health Medications and the second for Cancer screening.