

PRIMERLIFE CJSC

FOUNDED

in **2011**

CORE OF THE INNOVATION

A system for interpreting results of SNP genetic typing and a platform for consultations for users with the doctors-geneticists.

IMPLEMENTATION OF THE TECHNOLOGY

IN THE MIDDLE OF **2013**

PEOPLE

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TECHNICAL DIRECTOR:
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PhD in Computer Science

PROJECT DEVELOPMENT IN THE US:
Brinkley Warren

Peculiarities of the product

1

Powerful instruments for interpreting genetic data and algorithms for calculating personalized risks of disease development that consider not only the user's genetic information itself, but also the information on his or her lifestyle (age, BMI, bad habits etc.)

2

Database of the relative risk indices for environmental factors influencing development of the disease, mechanisms of social interaction of users with the artificial intelligence system that should allow attracting genetic consultants already at the start of the project.

3

Crowdsourcing of the geneticists' community for supporting actual information in the database – adding information and correcting indices of risk relativity for certain SNPs (after that the changes should be confirmed by practical results).

4

Making research in order to find new genetic correlations between specific genotypes and diseases with the growth of the amount of statistical data.

Primerlife is a platform for bringing together all kinds of users that are interested in utilising their personal genetic information:

1

Users/patients interested in interpreting of, receiving consultations and further recommendations on the results of analysis of their personal genetic information;

2

Genetic consultants interested in increasing their client base, improving their professional reputation and receiving access to a convenient tool for rendering services more efficiently;

3

Pharmaceutical companies interested in using an anonymized database of the users' genotypes and phenotypes;

4

Advertisers interested in the most effective coverage of the target audience.

