

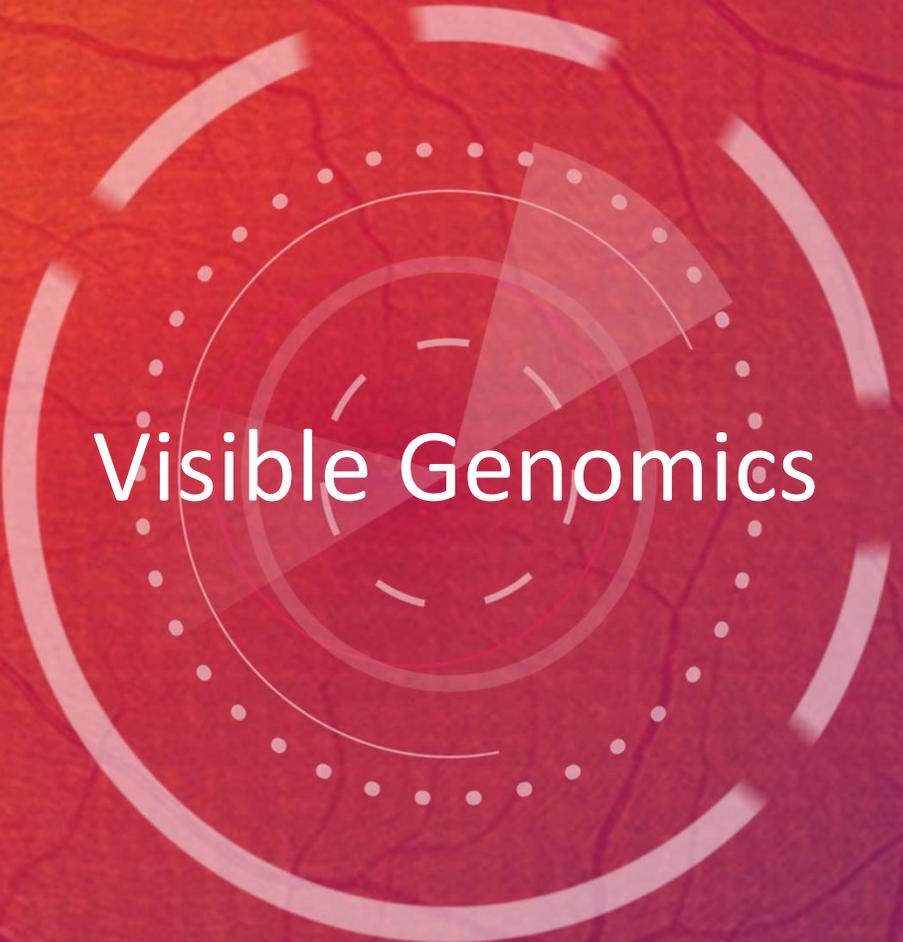
Visible[®]
GENOMICS

“Mitigating Ocular Diseases”

Confidential

Crowd Funding

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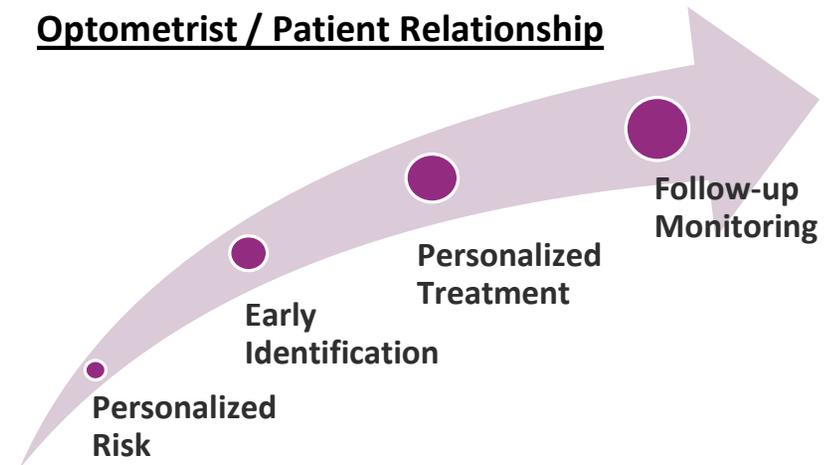
Visible Genomics

The Problem

Historically, people who suffer from severe ocular disease:

- Have **no advance awareness** of disease risk
- Are diagnosed only **after severe symptoms**
- Have no understanding of **cause of disease**
- Are unable to take **proactive measures** to slow or prevent disease progression (i.e. loss of vision)
- **Low public awareness** that certain ocular diseases are linked to genetics and preventive measures can be taken
- Optometrists **lack a predictive tool** to assess the risk of the development of ocular diseases in patients

Optometrist / Patient Relationship



Company Overview

- A genetics-based risk assessment company utilizing proprietary algorithms with a focus on **ocular diseases**.

Testing Products:

- The *AMDiGuard* launched in January 2020, the Company's genetics-based risk assessment for **Age-Related Macular Degeneration** ("AMD").
- The Company initially targeted AMD, as it is the **leading cause of blindness** in US Adults.
- 2nd Generation test(s) will address **Glaucoma (*GlaucomaiGuard*)** and **Diabetic Retinopathy (*DRiGuard*)** ("DR").

Marketing:

- Employing a **multi-prong approach** targeting Optometrists, Ophthalmologists, and Direct-to-Consumer.
- **Future sales channels** to address would include online retailers and pharmacies, co-marketing with vitamin treatment companies, and pharma/biotech.

Partners:

- Partner with **pharma companies and nutraceuticals** to leverage data to enhance drug development.
- Current target market is the **US**, with expansion goals to include **Canada, Europe, and Asia**.

Mission Statement

“Visible Genomics’ primary mission is to help patients learn their individual risk of developing certain ocular diseases by providing their eye care professionals with a value-added tool to proactively manage patient eye care. By easily collecting and submitting a simple cheek swab DNA specimen for analysis, a genetics-based risk assessment report is generated for medical professionals to evaluate and consult with their patients regarding appropriate next steps in developing a customized treatment plan to potentially prevent or delay the onset of certain ocular diseases.”

Total Addressable Market (“TAM”)

Normal Vision ¹	Age-related Macular Degeneration ²	Diabetic Retinopathy ³	Glaucoma ⁴³
			
<ul style="list-style-type: none"> • 331M people in the United States, 83.1M (25.1%) are 40-59; 64.7M (19.5%) are 60-79; and, 12.2M (3.6%) are 80+. 	<ul style="list-style-type: none"> • Nearly <u>20M</u> people in the United States have some form of AMD, and 35M more people at-risk due to ageing population. 	<ul style="list-style-type: none"> • Over <u>8M</u> people in the United States have some form of Diabetic Retinopathy. 	<ul style="list-style-type: none"> • Over <u>3M</u> people in the United States have some form of Glaucoma.
<ul style="list-style-type: none"> • 5.5B people globally are 18+, 1.5B are 55+. 	<ul style="list-style-type: none"> • 196M AMD patients globally, expected to reach 288 million worldwide by 2040. 	<ul style="list-style-type: none"> • 127M Diabetic Retinopathy patients globally in 2020. 	<ul style="list-style-type: none"> • 80M Glaucoma patients globally in 2020.
	<ul style="list-style-type: none"> • \$98B direct healthcare costs in North America, \$255B globally. 	<ul style="list-style-type: none"> • \$490M direct healthcare costs in the United States. 	<ul style="list-style-type: none"> • \$1.9B direct healthcare costs in the United States.

AMDiGuard Risk Report (Age <55, No Clinical Findings):

AMD LIFETIME RISK REPORT

age related macular degeneration

RISK FACTORS

PATIENT'S LIFETIME RISK OF ADVANCED AMD

LOW

DESCRIPTION OF CONTRIBUTION

PATIENT FACTOR MEASURED	LOWER RISK	MODERATE RISK	HIGHER RISK	PATIENT RESULTS
AMD Grading	0-2 Factors	3 Factors	4 Factors	LOWER
Genetic Markers	Low	Moderate	High	LOWER
Race	Non-White	-	White	HIGHER
Smoking Status	Never	Past	Current	LOWER
BMI Score	<25	25-29	≥30	HIGHER
Gender	Male	-	Female	LOWER
Age (years)	55-64	65-74	≥75	LOWER

GENE	SNPS	ALLELE	RISK	PATIENT RESULTS
ARMS2/HTRA1 (HtrA Serine Peptidase 1)	rs10490924	GG	Lower Risk (Reference)	X
		GT	Moderate Risk	
		TT	Higher Risk	
CFH (Complement Factor H)	rs1061170	TT	Highly Protective	X
		CT	Moderately Protective	
		CC	Higher Risk (Reference)	
	rs121913059	CC	Lower Risk (Reference)	X
		CT	Moderate Risk	
		TT	Higher Risk	
rs1410996	AA	Highly Protective	X	
	GA	Moderately Protective		
	GG	Higher Risk (Reference)		
C3 (Complement Component 3)	rs2230199	GG	Lower Risk (Reference)	X
		GC	Moderate Risk	
		CC	Higher Risk	

GENETIC CONTRIBUTION



AMDiGuard Progression Report (Age 55+, Clinical Findings):

AMD PROGRESSION REPORT

age related macular degeneration

RISK FACTORS

CURRENT AGE **72** RISK OF ADVANCED AMD

PATIENT'S PROBABILITY OF ADVANCED AMD

HIGH

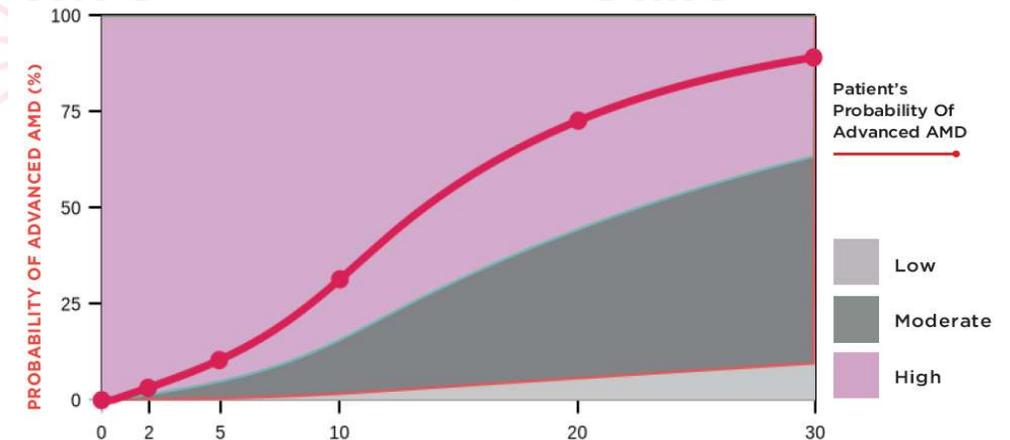
2 YEARS	3%
5 YEARS	10%
10 YEARS	31%
20 YEARS	73%
30 YEARS	89%

PATIENT FACTOR MEASURED	LOWER RISK	MODERATE RISK	HIGHER RISK	PATIENT RESULTS
AMD Grading	0-2 Factors	3 Factors	4 Factors	LOWER
Genetic Markers	Low	Moderate	High	MODERATE
Race	Non-White	-	White	HIGHER
Smoking Status	Never	Past	Current	LOWER
BMI Score	<25	25-29	≥30	HIGHER
Gender	Male	-	Female	HIGHER
Age (years)	55-64	65-74	≥75	MODERATE

DESCRIPTION OF CONTRIBUTION

GENETIC CONTRIBUTION

GENE	SNPS	ALLELE	RISK	PATIENT RESULTS
ARMS2/HTRA1 (HtrA Serine Peptidase 1)	rs10490924	GG	Lower Risk (Reference)	
		GT	Moderate Risk	
		TT	Higher Risk	X
CFH (Complement Factor H)	rs1061170	TT	Highly Protective	X
		CT	Moderately Protective	
		CC	Higher Risk (Reference)	
CFH (Complement Factor H)	rs121913059	CC	Lower Risk (Reference)	X
		CT	Moderate Risk	
		TT	Higher Risk	
CFH (Complement Factor H)	rs1410996	AA	Highly Protective	
		GA	Moderately Protective	X
		GG	Higher Risk (Reference)	
C3 (Complement Component 3)	rs2230199	GG	Lower Risk (Reference)	X
		GC	Moderate Risk	
		CC	Higher Risk	



Current Partnerships & 3rd Parties



Health Benefits - Patient

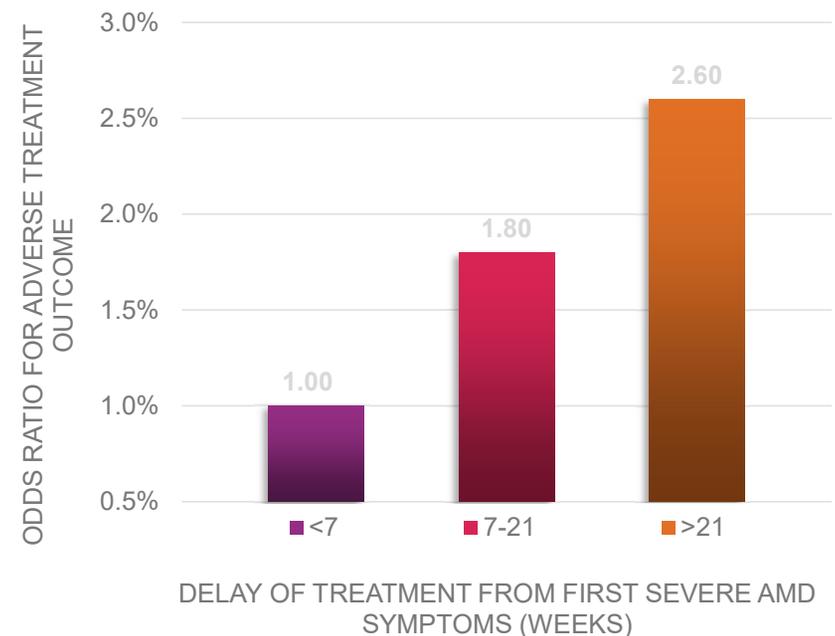
The importance of early detection & intervention is critical in order to delay the possible onset of AMD or its advancement.

A patient may not notice the first symptoms of severe AMD, which could result in treatment delay.

- Optimization of patient surveillance.
- May reduce missed conversions to the worst forms of AMD.
- Adhere to a personalized treatment plan.
- Make lifestyle changes to improve overall health and start a nutraceutical regimen.
- Potential for improved home monitoring and compliance.
- Significant healthcare savings over a patient's lifetime if the onset of AMD is delayed.

A 2.6-FOLD INCREASE

in the likelihood of vision loss or failure to improve vision with a delay in treatment of greater than 21 weeks vs. a delay in treatment of less than 7 weeks



p = 0.016

The Solution

Optometrist

Optometrists that offer the AMDiGuard Risk and Progression tests can benefit from the following:

- **Improve** patient care and outcomes.
- Potential for more **frequent office visits**.
- Increased likelihood of a more **consultative relationship** with their patient.
- OD practice income from test revenue can reach upwards of **over \$100k**.
- Opportunity to generate **additional revenue** from related products and services (e.g., nutraceuticals).

Patient

Patients that take the AMDiGuard Risk and Progression tests can benefit from the following:

- Increased awareness of genetic risks to proactively delay or prevent the **loss of vision**.
- Relatively **cost-effective** test.
- Reduction of **lifetime medical costs** due to preventative behaviors.
- Potential to be eligible for reimbursement with FSA/HSA/Insurance/Medicare/Medicaid.
- **Peace of mind**.

SEASONED MANAGEMENT TEAM

Management



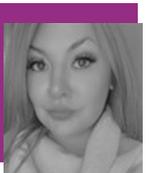
CEO/Board Member | Scott A Rediger

- Scott Rediger is the CEO of Visible Genomics and brings 30 years of business experience.
- Prior to joining the company, Mr. Rediger was an entrepreneur founding and leading multiple communication and technology organizations.



CFO/Board Member | Peter Vezmar

- Peter Vezmar is the CFO of Visible Genomics and brings 40 years of accounting, business management, and financial experience.
- A senior executive leader with a broad background and diverse skill sets in business management and strategic planning; entity governance; financing transactions; accounting management and financial oversight; and, regulatory, tax and compliance matters.



Business Development Manager | Ashley Fisher

- Ashley Fisher is a highly accomplished professional in the Eye Care industry with over 18 years of experience.
- She holds several certifications, including Certified Ophthalmic Assistant, Certified Paraoptometric Technician, and Lid Hygienist, as well as a degree in Applied Science of Ophthalmology from Purdue University.
- Ashley's expertise includes a variety of eye care specialties such as Optometry, Ophthalmology, and Retina, and she has played a crucial role in treatment for Age-Related Macular Degeneration.



Marketing Director | Vik Mehta

- Vik Mehta has over 20 years of experience working in marketing and sales areas providing technology solutions and developing customer loyalty programs.
- He worked for seven years at BP developing strategies for payment technologies.
- Vik is focused on enhancing technology integration and coordination between digital records and transactions between patients, medical providers and third-party vendors.

Genetic Science Technical Team and Non-Executive Board Member



Chief Medical Advisor | Steven Ferrucci, OD, FAAO

- Steven Ferrucci is currently Chief of Optometry at the Sepulveda VA Ambulatory Care Center and Nursing Home.
- He is also the Residency Director at his sight, and a Professor at the Southern California College of Optometry/Marshall B. Ketchum University.
- American Academy of Optometry Retina SIG, Founding Chair.

ProCogia | Piru Perampalam

- Over 11 years of experience in designing, developing, and executing experiments using in vitro cell culture and in vivo pre-clinical mouse models to elucidate the mechanisms underlying disease with a heavy focus on cellular & molecular biology, cancer biology, genetics, transcriptomics, epigenetics, and high-throughput next-generation sequencing (NGS) analysis.
- Track record for optimizing experimental methods and developing new computational algorithms and analytical tools, such as improved next-generation CRISPR screening and RNA-seq tools Principal architect and developer of ecommerce technologies, marketplaces, logistics, and supply chain systems.

Professor of Molecular and Human Genetics | M.D., Ph.D.

- Leading university medical school physician/scientist focused on implementing and improving clinically-relevant next generation sequencing (NGS) workflows and pipelines in clinical genomics, clinical informatics, and systems biology.
- Residency and Fellowship at the National Cancer Institute, the National Institutes of Health, and the Washington Univ. School of Medicine, with a focus on Anatomic and Molecular Genetic Pathology.
- Certified by the American Board of Pathology and the American Board of Medical Genetics and Genomics in Anatomic Pathology and Molecular Genetic Pathology.



Board Member | Sherry Grisewood, CFA

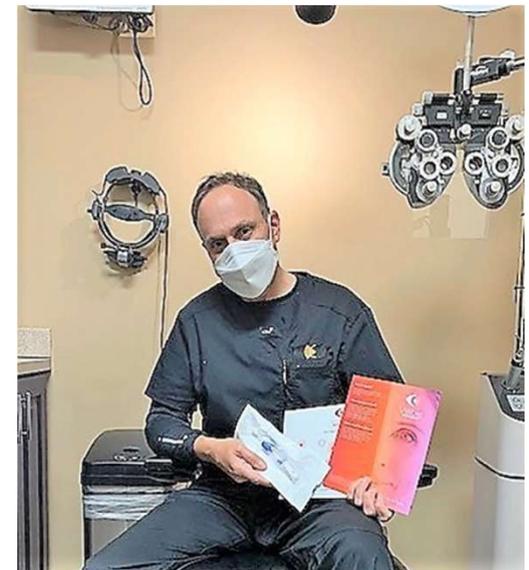
- Sherry has over 35 years' experience as a Wall Street professional in investment banking, advisory and research capacities for early-stage biopharma, medical device, and diagnostics companies.
- President of Stewart & Stewart, Inc., a corporate strategic and family office advisory firm, where she is actively engaged in M&A activity in the life sciences and is the senior investment officer for FoxHill Asset Management, a single-family office and SterlingStart, a venture capital firm focused on regulated medical devices and diagnostics.

OCULAR TECHNICAL ADVISORY BOARD

Name/Title	Title/Description
Dr. Barry Eiden, O.D., F.A.A.O. Educational Lead	<ul style="list-style-type: none"> • President and Medical Director of North Suburban Vision Consultant, Ltd. • Assistant clinical professor at the University of Illinois, Chicago, Department of Ophthalmology, cornea and contact lens service. • Shareholder in Visible Genomics.
Dr. Pamela Lowe, O.D., F.A.A.O. Clinical Lead	<ul style="list-style-type: none"> • 31-years of experience in clinical optometry. • Owner/Operator of a large comprehensive eye care center. • Vision Source Medical Director. • Shareholder in Visible Genomics.
Dr. Alan Glazier OD Profession Lead	<ul style="list-style-type: none"> • Founder of ODs on Facebook (42,500+ members). • Board Trustee for the New England College of Optometry. • Business Development Executive at Keplr Vision. • Shareholder in Visible Genomics.
Grace Schroeder Platform Lead	<ul style="list-style-type: none"> • Grace Schroder is the creator of Visible Genomics' website and application platform. • As the CEO of Slingr for the last eleven and a half years, she has constructed numerous integrated business solutions that combine the product offerings of many software companies to produce low code offerings for her clients.

Investment Merits

- Test affordability
 - Rapidly declining genetic testing costs
 - +60% gross margin likely achievable
- Limited competition and lack of directly competing product
- Total addressable market is significant both domestically and internationally
 - Additionally, the TAM is expanding as the result of a growing aging population
- Clear need for the product
 - Society, health systems, and insurers are placing a larger emphasis on preventative care
- Optometrist incentivized
 - Receive a margin on each test sold and encourages repeat patient visits
- Scalable digital platform
- Recurring revenue potential with the Progression test
- No FDA approval process is necessary
- Potential to significantly reduce future direct and indirect healthcare costs
- Low fixed capital investment business model



Growth Capital Needed

The primary purpose of this estimated \$2-\$5.0M capital raise will be to secure funding for investments in the organization to enable it to grow and support the anticipated sales revenue by 4Q23. There are three primary categories that will be allocated investment capital; marketing spend, operating investments, and personnel acquisition.

Marketing Spend

- Digital Marketing
- Conferences/Trade Shows
- Traditional Advertising Media

Operating Investments

- Open Array Equipment
- Diabetic Retinopathy & Glaucoma Algorithm Development
- Inventory & Fulfilment

Personnel Acquisition

- Sales; National Sales Director, Regional Sales Directors, Relationship Managers
- Operations; Marketing Manager, Quality Assurance, Sales Channel Manager
- Support; Admin, Training Manager, Systems, Controller, Accounting, Legal

With a **larger capital raise**, the Company could accelerate:

- Introduction of a premium singular test for AMD, DR, and Glaucoma
- Development of additional sales channels
- Initiate expansion into international markets (Europe & Asia)
- Development of an App to enable patients to monitor status for a monthly subscription fee
- Further integration of the Telehealth platform

Footnotes

Slide: Company Overview

- 1)<https://www.infoplease.com/us/census/demographic-statistics>
- 2)<https://www.brightfocus.org/macular/article/age-related-macular-facts-figures>
- 3)<https://www.ncbi.nlm.nih.gov>
- 4)<https://bjo.bmj.com/content/89/10/1245>