

TECH OFFER

Biointelligence Platform and Enabler for Personalised Health and Wellness Journey



KEY INFORMATION

TECHNOLOGY CATEGORY:

Sustainability - Sustainable Living

Healthcare - Diagnostics

Personal Care - Nutrition & Health Supplements

Personal Care - Wellness & Spa

Life Sciences - Biotech Research Reagents & Tools

TECHNOLOGY READINESS LEVEL (TRL): **TRL9**

COUNTRY: **THAILAND**

ID NUMBER: **TO175015**

OVERVIEW

Non-communicable Diseases (NCDs) are the leading cause of death globally, responsible for 74% of deaths worldwide. It is predicted that, by 2060, total deaths of NCDs per capita will increase by 52%, while those of communicable diseases decline. However, more than half of the deaths are preventable with lifestyle adjustments.

Personalised healthcare and wellness have the potential to help people live longer, healthier lives, and to reduce the burden of chronic diseases. As technology advances, drawing connections between genetic data and personal insights is becoming more prevalent. The use of genetic data ranges from lifestyle change and intervention to disease prevention.

This Thai startup offers a biointelligence platform, founded to equip health professionals with comprehensive genetic information

regarding patients' or users' predisposition to serious disease risks, which could be prevented or detected earlier. Together with an enabler platform for personalised health and wellness journey, they are able to provide tailored solutions for improved health and wellness, starting with the use of genetic data.

The technology owner is seeking partners in Singapore, such as supplement manufacturers, wellness clinics, and wellness tourism, to co-develop personalised solutions that integrate the use of genetic data to help people live longer and healthier lives.

TECHNOLOGY FEATURES & SPECIFICATIONS

The biointelligence platform was developed by a robust R&D team comprising data analysis and health professionals, and features the following:

1. Analysis algorithm: In-house developed ethnic-specific algorithm with leading institutes, covering various applications in the industry.
2. DNA test kit: Professional-grade (FDA-approved) and easy-to-transport (national coverage)
3. Mobile applications: User-friendly, actionable, and highly-personalised by both health goal and DNA profile

POTENTIAL APPLICATIONS

- Mass usage for preventive healthcare, especially for non-communicable diseases (NCDs)
- Personalised self-care based on individual health goals, such as nutrition, skin and beauty, weight control, etc.
- Sports performance enhancement and injury prevention (both individual and team sports)
- Medical tourism and wellness tourism

MARKET TRENDS & OPPORTUNITIES

The global personalised medicine market, which includes personalised nutrition and wellness, is expected to reach over US\$5.7 trillion by 2030, growing at a CAGR of 11.6% from 2022 to 2030 (Precedence Research, 2022). The startup has estimated a serviceable addressable market of \$540.4 billion within SEA.

UNIQUE VALUE PROPOSITION

- Versatile usage of personal genetic composition data for various health and wellness purposes
- Robust research and development capability for further development of solutions
- Professionally-accepted among top medical and clinical institutes