GenesisEgo

Redefining Pet Cancer Care Through Genomics & AI Oncology



From Early Detection to Precision Therapy — One Integrated Platform

GenesisEgo

What We Are Building

- Next-generation biotech integrating genomics, blood-based early detection, and AI-driven precision healthcare for pets.
- Building a total pet-healthcare ecosystem that **predicts**, **prevents**, and **manages canine cancer** across the entire lifecycle.
- Korea-based, expanding globally across Asia and the U.S. with scalable lab and partner networks.











Company Overview

Company Name	GenesisEgo Inc.
Establishment	April 25, 2022
CEO	Changhyuk Kwon
Main Services	EgoPet Breed Analysis EgoPet Healthcare (Genetic Disease Analysis & Wellness Insights) CatGene Disease Analysis (for cats) Cancer diagnostics: CancerZero Blood / CancerZero Tissue
Capital	KRW 102,750,000 (Par value: KRW 5,000 per share)
Shareholding Structure	Changhyuk Kwon: 95.16% / Others: 4.84%
Number of Employees	4
Address	#610, 142 Gasan Digital 1-ro, Geumcheon-gu, Seoul, Korea
Website	https://genesisego.com
Certifications	Certified Venture Company (Valid until Jan 2, 2027)
Business Registration Number	694-87-02594

Our Vision – Zero Cancer, Longer Lives for Dogs

GenesisEgo

- Make canine cancer a **Predictable** and **Preventable** disease, not a sudden tragedy.
- Enable every dog to receive **Data-driven Care** from birth to end-of-life through Genomics and AI.
- Become the world's leading total healthcare platform for Pets, combining Diagnosis, Prevention, and Personalized Health Management.



The Problem – Cancer Is the #1 Killer in Dogs

- Cancer is a leading cause of death in dogs, but most cases are diagnosed only after visible symptoms appear.
- Current tools (imaging, biopsy, large-volume liquid biopsy) are invasive, expensive, and often unavailable for small breeds.
- Owners, vets, and insurers all lack integrated genomic and cancer data to make timely, evidence-based decisions.



GenesisEgo – An End-to-End Precision Healthcare Platform

- **CancerZero Blood – 2 ml** liquid biopsy that detects 11 types of canine cancer at early stages using deep-learning on cancer-derived fragments.



- **CancerZero Tissue** – Whole-gene analysis of tumor-specific mutations to recommend targeted therapeutics and guide precision oncology.



- **EgoPet Genomics** – Breed ancestry and comprehensive genetic disease risk analysis that powers personalized nutraceutical and diet solutions.



Why Now? – Perfect Timing for Data-Driven Pet Oncology

GenesisEgo

- The Global Pet Care market was about **USD 247B in 2023** and is projected to reach **USD 428B by 2032** (**about 6~7% CAGR**), driven by pet humanization and higher spending on health and nutrition. (American Business Times, Feb. 2025)



- Veterinary Diagnostics and molecular diagnostics are growing at around **10% annually** worldwide, while the cost of sequencing a genome has dropped from about **USD 100M in 2001 to ~USD 500–600 in 2023**, making genomics and AI-driven precision medicine feasible in veterinary care. (Grand View Research, 2025)



- The Global Pet Insurance market, valued at **USD 9.3B in 2023**, is expected to more than quadruple by 2033 (**~15% CAGR**), and insured pets in North America grew **16.6% from 2022 to 2024**—showing that insurers, feed companies, and veterinary chains are actively seeking **data-backed solutions for cancer risk and long-term pet health management**. (GlobeNewswire, Apr. 2024)

A Massive, Under-Served Global Market

GenesisEgo



We operate within the global veterinary diagnostics and oncology markets, together worth **over USD 9 billion in 2024** and expected to roughly **double by 2030–2032 with ~10–12% annual growth.** (Grand View Research, 2025)



Companion animals account for around **60%** of veterinary diagnostics, and canine oncology alone generated about **USD 1.35 billion in 2024**, making canine cancer early detection and precision oncology a large, high-growth, high-margin segment. (Precedence Research, 2025)

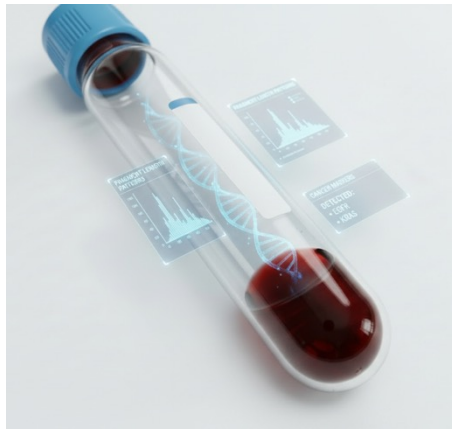


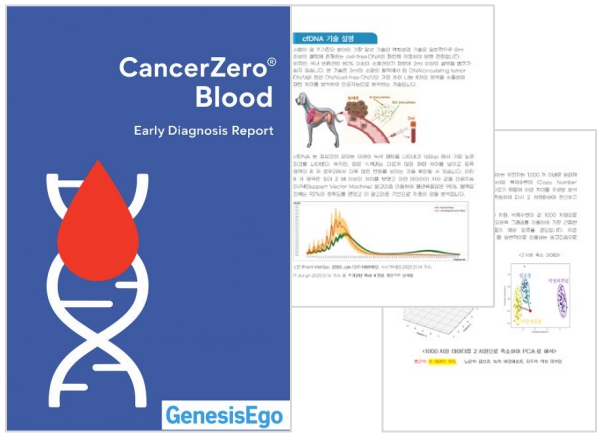
By starting in Korea and expanding into **China, Singapore, and the US**—regions that together represent the majority of diagnostics and oncology spending, with North America leading and Asia–Pacific growing fastest—even a **single-digit share** of our target niches translates into a **serviceable opportunity in the hundreds of millions of dollars.** (Precedence Research, 2025)

CancerZero Blood – Only 2ml Liquid Biopsy for Early Detection

GenesisEgo

- Cancer Zero Blood detects **11 types of canine cancer** with 70% sensitivity and 95% specificity using deep-learning on cancer-derived DNA fragments.
- Requires **only 2 ml of blood**, making it suitable even for small and toy breeds where large-volume tests are not feasible.
- Provides **simple, clinic-ready reports** that help veterinarians act before symptoms appear.





From Tumor to Lifetime Care – CancerZero Tissue & EgoPet

GenesisEgo

- CancerZero Tissue performs **whole-gene tumor analysis**, going beyond limited gene panels used by current competitors.
- Recommends targeted therapeutics based on **tumor-specific mutations**, enabling **true precision oncology** in veterinary practice.

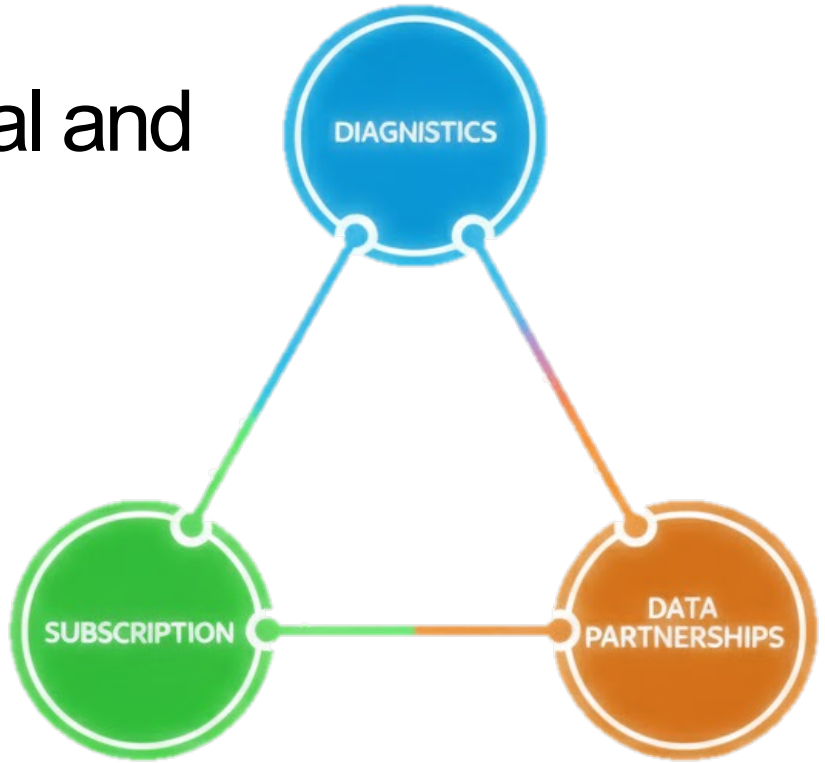


- EgoPet analyzes **breed ancestry** and **genetic disease risk**, **delivering personalized nutraceutical** and **diet solutions tailored** to each dog.



Multi-Layer Revenue Model with Strong Recurring Potential

- **Diagnostics:** Test kits and lab services for EgoPet, CancerZero Blood, and CancerZero Tissue sold via hospitals and online channels.
- **Subscription:** Genetic-based nutraceutical and personalized diet programs that generate continuous revenue per dog.
- **Data Partnerships:** APIs and white-label services for insurers and pet-health companies to co-develop cancer-focused insurance and products.

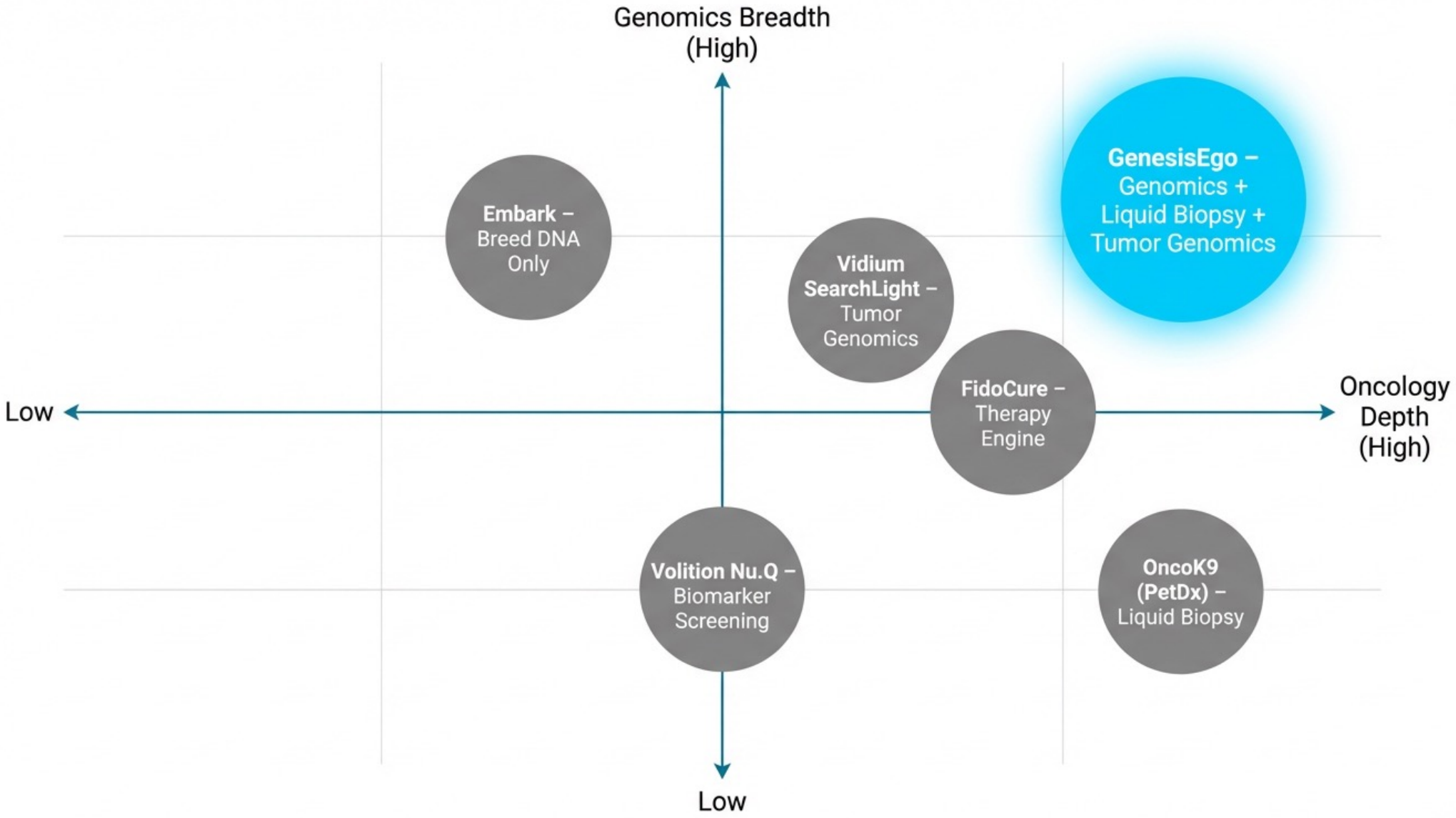


Unique Position at the Intersection of Genomics & Oncology

GenesisEgo

- Global players typically focus on **one layer** of the value chain — either breed & health DNA testing, liquid biopsy screening, or tumor genomics for treatment selection. (embark, vidium, FidoCure, PetDx)
- GenesisEgo uniquely integrates **consumer genomics (EgoPet), small-volume multi-cancer liquid biopsy (CancerZero Blood), and full-scale tumor profiling (CancerZero Tissue)** into a single, coherent platform.
- Compared with breed-only DNA tests, early-detection liquid biopsies, or oncology-only panels, GenesisEgo can follow the same dog **from ancestry and genetic risk → early cancer signal → precision therapy → long-term wellness**, creating a defensible position against point-solution competitors.

Competitive Positioning: Genomics × Oncology



Defensible Moat: Patents, Data, and Clinical Proof



- Proprietary **deep-learning models** and **patents** for cancer-derived fragment analysis and early cancer prediction in canine blood.
- **Large and growing dataset** of canine cancer and genomic profiles, enabling continuous performance improvement and ***new product lines***.
- **Peer-reviewed publications** and **clinical collaborations** validate our technology and build strong trust with veterinarians and partners.

Patents

GenesisEgo

Patent Name	Countries	Registration Number	Registration Date	Status
Apparatus and Method for Predicting Canine Patellar Luxation Using an Artificial Intelligence Model	PCT	PCT/KR2024/021198	2024-12	Application
Apparatus and Method for Cancer Diagnosis in Dogs	Korea	10-2023-0128892	2023-09	Application
Electronic Apparatus and Method for Predicting Height and Weight of Companion Animals Using Parallel Artificial Intelligence Models	Korea	10-2023-0108304	202308	Application
Image Classification Method and Discrimination Apparatus Using Multiple Deep Learning Models	Korea	10-2022-0139998	2022-10	Application
Cancer Classification Apparatus Using Deep Learning Algorithms	PCT	PCT/KR2023/000931	2023-01	Application
Apparatus and Method for Cancer Diagnosis Using Cell-Free DNA	Korea	10-2022-0031216	2022-03	Application
Apparatus and Method for Cancer Classification	Korea	10-2022-0011334	2022-01	Application
APPARATUS AND METHOD FOR DIAGNOSING A CANCER USING LIQUID BIOPSY DATA	US/Japan EU/China	7/584,074 (US, EU, China, Japan)	2022-01	Registered
Apparatus and Method for Cancer Diagnosis Using Liquid Biopsy Data	Korea	10-2021-0162245	2021-11	Registered

Publications – Peer-Reviewed Evidence

GenesisEgo

Year	Thesis Title	Journal	Citation Score
2024	Advancing the early detection of canine cognitive dysfunction syndrome with machine learning-enhanced blood-based biomarkers	FRONT VET SCI.	3.2
2024	DEL-1: a promising treatment for AMD-associated ER stress in retinal pigment epithelial cells	J Transl Med.	8.5
2022	Sclerostin aggravates insulin signaling in skeletal muscle and hepatic steatosis via upregulation of ER stress by mTOR-mediated inhibition of autophagy under hyperlipidemic conditions	J Cell Physiol.	6.5
2021	Increasing prediction accuracy of pathogenic staging by sample augmentation with a GAN	PLOS One	3.8
2020	Humanin attenuates palmitate-induced hepatic lipid accumulation and insulin resistance via AMPK-mediated suppression of the mTOR pathway	BBRC	3.3
2020	Clinically confirmed DEL-1 as a myokine attenuates lipid-induced inflammation and insulin resistance in 3T3-L1 adipocytes via AMPK/HO-1- pathway	Adipocyte	3.4
2019	Optimizing various parameters to improve variant calling in GATK	BCPT	3.1
2018	DockerBIO: web application for efficient use of bioinformatics Docker images	PeerJ	3.1

Early Traction – From Labs to Real Pets and Partners

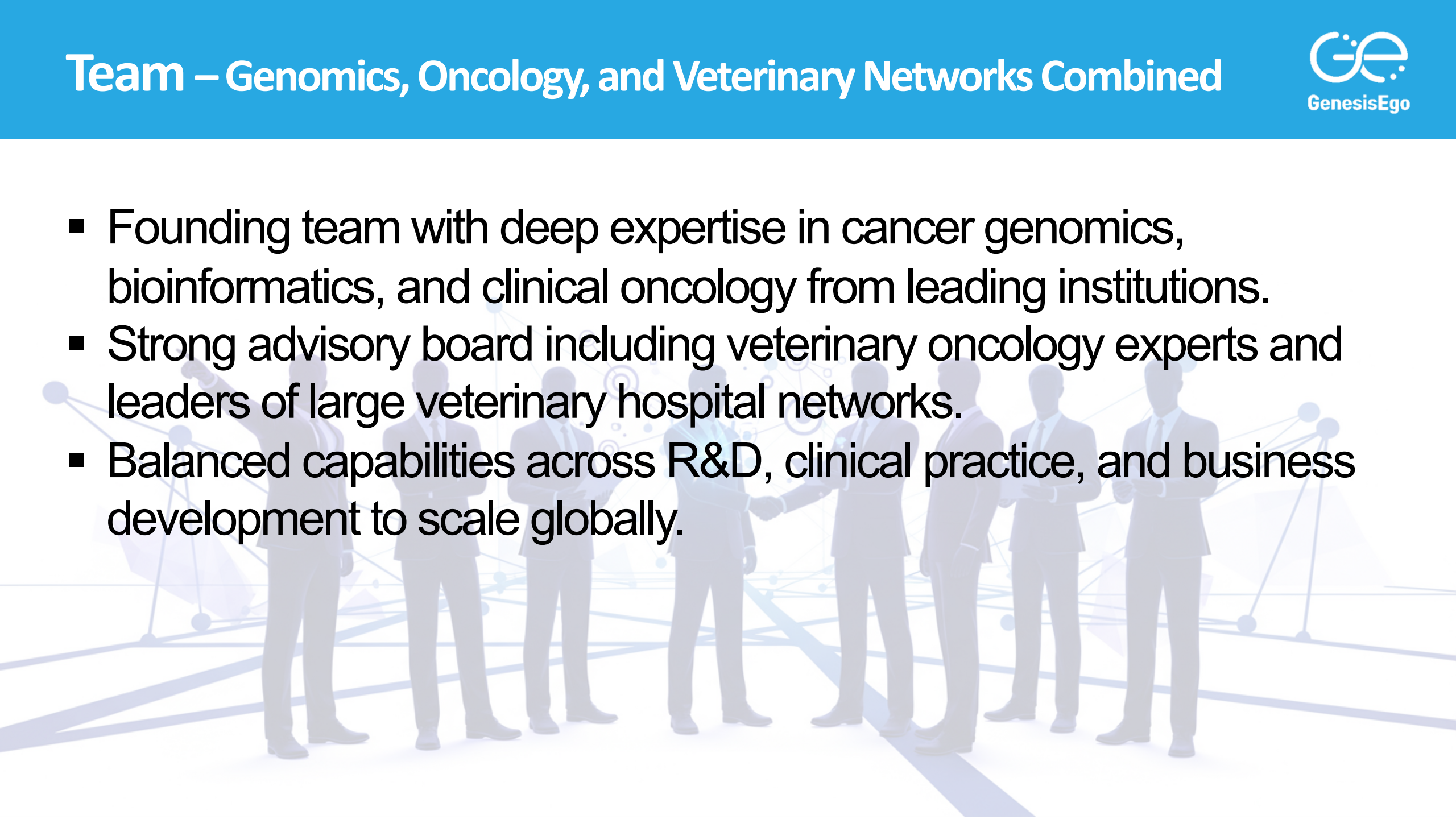
GenesisEgo

- Deployed EgoPet genetic testing to general dog owners, breeders, and pet shops, generating real-world reports and feedback.
- Selected as a TIPS company and engaged with major partners including veterinary hospitals and insurance companies.
- Preparing for expansion into China, Singapore, and the US with established local and global distribution partners.

Team – Genomics, Oncology, and Veterinary Networks Combined

GenesisEgo

- Founding team with deep expertise in cancer genomics, bioinformatics, and clinical oncology from leading institutions.
- Strong advisory board including veterinary oncology experts and leaders of large veterinary hospital networks.
- Balanced capabilities across R&D, clinical practice, and business development to scale globally.



Roadmap to Global Scale and Sustainable Economics

GenesisEgo

- 2025: Commercial launch of CancerZero in Korea and Asia, with pilot collaborations in insurance and hospital networks.
- 2026–2027: Entry into the US market and expansion of data-driven subscription services and personalized feed.
- Clear path to scale diagnostics volume, improve margins with a capital-light lab model, and reach profitability with recurring revenue streams.



Fundraising – Join Us in Building CancerZero for Dogs

GenesisEgo

- Raising **$3,000,000 USD** at a **$30,000,000 USD** valuation to accelerate productization and US and Global market entry.
- Funds will be used for regulatory preparation, AI model enhancement, Global Sample Acquisition, and Strategic Partnerships.
- Looking for investors and partners who share our vision to make canine cancer predictable, preventable, and manageable worldwide.

Thank You

Join our Vision
to make canine cancer predictable
preventable and manageable
worldwide.



GenesisEgo