Toilet Times

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23 Facts about 23andMe in 2023

1. 23andMe was founded in April 2006 with three co-founders: Anne Wojcicki, Linda Avey, and Paul Cusenza

2. Before 23andMe was 23andMe, there were multiple company names in the running, including. Blue Genes! Watch how the final decision was made.



3. 23andMe officially acquired Lemonaid Health on November 1, 2021

4. Lemonaid, originally called PolkaDoc, was founded in 2013

5. Mike & Ikes candy inspired 23andMe's current logo. This was first logo

6. 23andMe's product first launched in 2007 for $999 and included 12 reports. We now offer 150+ reports for only $199!

7. 23andMe was awarded TIME Magazine's Best Invention in 2008

8. 23andMe's research program was launched in May 2008, the Parkinson's Research Community was launched in February 2009, and our first paper was published in 2010



9. 23andMe's first marketing campaign and sale was in April 2011 for DNA Day. Before Marketing, 23andMe used Spit Parties and a blimp to advertise the product!

10. 23andMe reached 100k genotyped customers in 2011

11. 23andMe launched Roots into the Future in 2011, ultimately gifting 10,000 kits to people of African American ancestry to improve both product and research.

12. It took 23andMe 8 years to get to 1 million genotypes

13. In August of 2013, 23andMe had the first television ad for a DTC genetic test

14. We received an FDA warning letter in Nov 2013, then was granted clearance to sell H+A kits again in 2015 as the first and (at the time) only DTC DNA test with FDA authorization.

15. Therapeutics was founded in 2015 with 3 people: Richard Scheller, Erik Karrer, and Robert Gentleman. Tx now has 139 people!

16. The 1st FDA authorization for Genetic Health Risk reports included reports on Parkinson's Disease and Late Onset Alzheimer's

17. 23andMe and GSK signed an exclusive agreement in 2018 to leverage genetic insights for the development of novel medicines!



18. In 2020, 23andMe scientists launched our COVID-19 study, recruited more than a million participants, and published new findings on COVID all within a few months!

19. 23andMe went public in June 2021

20. 23andMe first launched its subscription, 23andMe+, in October 2020

21. 23andMe launched the first mental health PRS (Polygenic Risk Scores) report, Anxiety, in July 2022.

22. Feisty Friday first started on Oct 9, 2009. At that time there were only 12 employees!

23. Other than Anne, the 3 longest tenured 23andMe employees are Igor Sviridov (Started Jan, 2007), Joyce Tung (started Aug 2007), and Kristina Pabayo (started Nov 2007)!