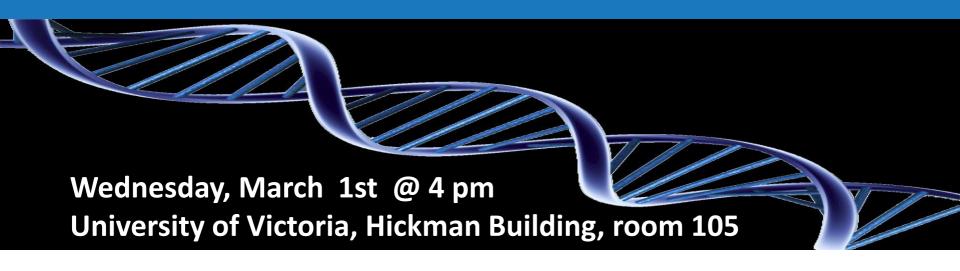


Pacific Institute for the Mathematical Sciences



PIMS 20th Anniversary Celebration



Robert Gentleman, 23andMe

Participant-focused Research for Genetics and Drug Discovery

23andMe is a company that pioneered the direct-to-consumer genetics market and recently started offering its technology services as an end-to-end solution to researchers conducting genetic studies. With over 1,000,000 individuals genotyped, each consisting of over 600,000 SNPs, and matched with phenotype data collected from survey responses and sensors, 23andMe is leveraging this massive dataset to better understand human traits, disease, and ancestry. Dr. Gentleman will describe how 23andMe is using its participant-focused research model for doing research and how 23andMe is collaborating with scientists to further our understanding of genetics and applying it for drug discovery.

