

## New business plans for direct-to-consumer gene testing industry

The Direct-to-Consumer (DTC) gene testing industry has generated a lot of press over the last five or six years. But the business plan has always seemed rather on the [South Park side of logical](#). Now two of the major players in the gene testing industry — 23andMe and Family Tree DNA — along with upstart GenePeeks are launching new ventures that could remake the direct-to-consumer (DTC) market.

### **Additional Resources:**

- [“DNA DTC: The Return of Direct to Consumer Whole Genome Sequencing,”](#) Genomics Law Report
- [“Virtual Children, Genome Sequencing for Everyone, and Forget Genetic Privacy,”](#) Reason.com

**View the original article here: New Business Plans for the Direct-to-Consumer Gene Testing Industry?**