

Get ready for a genetics-based marketplace

The following is an edited excerpt.

If you thought personalized advertising based on your Facebook status updates, Gmail content or online browsing behavior was creepy, just you wait. The era of genetic-based advertising is coming, and it could be just as profitable.

Minneapolis-based startup Miinome is already building a platform that will help consumers control what offers they get from retailers based on their genetic makeup, and to possibly cash in on the value of their DNA by selling the data back to marketers and researchers.

Read the full article here: [**Selling Your Most Personal Item: You**](#)