

## New age of genetic testing advances, despite FDA's dust-up with 23andMe

The U.S. Food and Drug Administration (FDA) last month ordered startup 23andMe to stop marketing its \$99 genetic analysis kit, just before the Christmas shopping season kicked into high gear.

23andMe is an example of what we call a “Big Bang Disruption” — a product or service innovation that undermines existing markets and industries seemingly overnight by being simultaneously better and cheaper than the competition. The company, of course, has agreed to comply with the FDA's stern warning, and has ceased providing its customers with anything other than hereditary data. For now.

But as with every Big Bang Disruptor in our study, winning the battle and winning the war are two very different things.

**Read the full, original story:** [Regulating 23andMe to Death Won't Stop the New Age of Genetic Testing](#)