

What's next in consumer genetics? Helix's 'app store for your genome'

A Silicon Valley startup called Helix is betting on the notion that not only do people want to learn more about their DNA, but they'll also pay to keep interacting with it.

...the company, which was founded in 2015 with [\\$100 million from genomics giant Illumina](#), is launching its much-anticipated online hub where people can digitally explore their genetic code by downloading different applications on their computers or mobile devices. Think of it as an app store for your genome...

From the consumer side, people will have to get their genes sequenced only once, then they can choose from different apps in categories like ancestry, fitness, health, and nutrition and pay as they go...

One company, Exploragen, says it can tell you about your sleep patterns—like whether you're a morning person or a night owl... Another company, Dot One, will examine the tiny portion of your genes that makes you different from everyone else and print that unique code onto a customized fabric scarf...

A third company, Insitome, has an app that will determine what percentage of your DNA you inherited from Neanderthals and how those traits are relevant to your health.

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion, and analysis. Read full, original post: [A DNA App Store Is Here, but Proceed with Caution](#)