

			Small Business	
Plan	Free Trial	Explorer	Premium	Pro
Monthly Price		\$695	\$1,775	\$3,575
Subscription Term	7 Days	6 Months	12 Months	12 Months
Max Clients Served by Plan (DNA kits + Raw Data + Microbiome Kits)	10	50	400	1000
Average Cost per Client Over Term		\$83	\$53	\$43
Average Monthly Cost Per Client (if subscribed over term)		\$14	\$4	\$4
DNA Kits Over Term		25	100	250
Microbiome Kits			25	50
DNA Raw Data Uploads from 23andMe and Ancestry DNA Customers	10	25	275	700
DNA-based Vitamins Processing Assessments (17 Vitamins)	✓	✓	✓	✓
DNA-based Minerals and Other Micronutrient Processing Assessments (12 Minerals)		✓	✓	✓
DNA-based Metabolism Assessment (18 Assessments)		✓	✓	✓
DNA-based Food Sensitivities Assessment (8 Assessments)			✓	✓
DNA-based Weight Loss and Diet Assessments (11 Assessments)				✓
DNA-based Exercise Profile Assessment (12 Assessments)			✓	✓
DNA-based Muscle Characteristics Assessments (10 Assessments)				✓
DNA-based Exercise Cardiovascular Health Benefits Assessment (3 Assessments)				✓
DNA-based Muscle and Ligament Injury Risk Potential Assessment (5 Assessments)				✓
Microbiome-based Gut Health Assessment			✓	✓
Nutrigenomic Counseling Mini-course		✓	✓	✓
Branded Kits			✓	✓
Branded Reports				✓
Dedicated Technical Support				✓
Client Management Portal		✓	✓	✓