

Company Profile

DayTwo



Lihi Segal



Website

www.daytwo.com

Industries

Health, Nutrition, Big data

Founder

Marius Nacht, Yuval Ofek, Lihi Segal

Foundation year

2015

Legal form

Ltd. company

Headquarters

Moshav Adanim, Israel
Walnut Creek, California

Key executives

Yuval Ofek,
Chairman and Co-Founder
Lihi Segal, CEO and Co-Founder
Davidi Bachrach, COO
Josh Stevens, President
Amir Golan, CCO
Shahar Azulay, Head of Research
Lior Froimovich, VP,
Research and Development

Number of employees

48

Past funding

2015: USD 5mn seed
2017: USD 12mn series A

DayTwo is the leading microbiome-based precision medicine company, developing personalized nutrition, diagnostic, and therapeutic solutions using AI and machine learning on microbial genomics, human traits, and disease.

Product

Initial product:

Balance blood glucose levels for people with Type II diabetes.

Our initial product enables glycemic-control and is targeted for people with Type II diabetes, helping them balance blood sugar levels, lower HbA1C, and lose weight using a “food-as-medicine” approach, personalized to the subject’s clinical and personal traits.

Future product line:

DayTwo has the largest full-shotgun database of the gut-microbiome in the world. The database is the foundation for the DayTwo Human Discovery Platform™ to identify precision medicine therapies, diagnostics, and care solutions for metabolic and other diseases.

The market

A 2017 market study by Transparency Market Research (TMR) estimates the worldwide market for human microbiome-based diagnostics and therapeutics will reach US 3.2 bn in revenues by the end of 2024. DayTwo believes the overall market opportunity is much larger than that.

Fundraising plans (next 12 to 24 month)

DayTwo is currently raising a USD 25 mn series B round to expand globally, develop its therapeutics capabilities, and enhance current activities.

What are the venture’s key achievements to date?

- DayTwo has over 15,000 customers to date (13,000 in the last five months) and is on-trend to generate about 800% year-over-year customer growth
- DayTwo will launch its first health plan in Israel on the January 1, 2019
- Three clinical trials have been completed. The first two at the Weizmann Institute in Israel with over 1,000 subjects, and the third trial at the Mayo Clinic, in Rochester, US, with 350 subjects.

What are the plans for future development?

DayTwo is in the second phase of a four-phase go-to-market strategy.

The four phases are:

1. Cash-pay early adopters, athletes, & consumers (2017)
2. Cash-pay practitioners, employers, & health plan proof points (2018)
3. Cash-pay practitioner, employer, & health plan growth (2019)
4. FDA approval & reimbursement for ACOs & HMOs, Medicare & Medicaid (2020/1)