

## Company Detail

# Complete Genomics Inc.

*Mountain View, Calif.*

*Ranking: 7*

**Founders:** Clifford Reid, Rade Drmanac and John Curson

**Year begun:** 2006

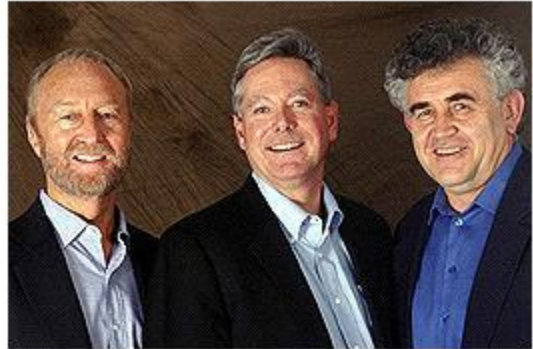
**Industry:** Health Care

**Product/Service:** DNA-sequencing service

**Investors:** Enterprise Partners Venture Capital, Essex Woodlands Health Ventures, Gold Hill Capital, Highland Capital Management LP, National Institute of Standards & Tech., OrbiMed Advisors, OVP Venture Partners, Prospect Venture Partners

**Full-time employees:** 125

**Why it's hot:** Unlike competing DNA sequencing companies that are instrument sellers, Complete Genomics hopes to do the sequencing itself and sell the data as a service.



Complete Genomics breaks away from competitors in the DNA sequencing market by promoting itself as a service provider, rather than instrument seller. "Customers have us do the difficult work, and then [we] simply send them the data needed to do their research," says Clifford Reid, co-founder of Complete Genomics, which declined to provide a valuation. The company plans this year to sequence about 5,000 complete human genomes--the complete set of DNA information that makes each person unique--which is markedly significant considering the world total of complete genomes is fewer than 100, according to Mr. Reid. The even loftier goal is to help enable scientists to conduct large-scale studies of complete human genomes and "crack the code of human disease," Mr. Reid says. "It's well known in the pharmaceutical industry that of all drugs prescribed to people, about a third of the time a drug is actually helping them and two-thirds of time it's doing effectively nothing for them." Ultimately, the hope is to create a genetic profile of patients so doctors can be more precise in prescribing the right drugs. "The only way we can do that is to really understand the genetic basis of human disease," Mr. Reid says. In a nod to that effort, Complete Genomics expects to build 10 centers around the world within five years, with the capacity of sequencing about one million human genomes. --Teri Evans

## Wall Street Journal

SMALL BUSINESS MARCH 9, 2010.

### Sizing Up Promising Young Firms

By COLLEEN DEBAISE And SCOTT AUSTIN

Venture capitalists, the investors who supply start-up money to promising young companies, are always looking for the next big thing—whether it's a hot new gadget, game or medical breakthrough.

Amid a shakeout caused by poor returns, VCs are having a tough time these days, but many of them are still nurturing inventors and entrepreneurs.

There are some 10,000 privately held, venture-backed companies in the U.S. To pick the 50 of them with the greatest potential, a team from research firm VentureSource, a unit of Wall Street Journal owner News Corp., applied a strict set of standards.