

Complete Genomics Files for IPO Coverage Report
Complete Genomics, Inc. Files Registration Statement for
Proposed Initial Public Offering

August 3, 2010

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Executive Summary

Complete Genomics Files for IPO

August 3, 2010

On Friday, July 30, Complete Genomics announced that the company filed for its initial public offering and resulting coverage appeared in top tier business outlets including *The Wall Street Journal*, Associated Press, Reuters, *Seattle PI Xconomy* and *San Jose Mercury News*, as well as in leading science publications GenomeWeb and In Sequence. While most coverage has been generally been straightforward, several articles have mentioned Complete Genomics' partners and projects, highlighting the company's innovation and momentum.

Additionally, the press release was picked up on over 180 sites, and there have been 94 tweets related to the announcement.

Print / Online Coverage

Trading Markets - Recent IPO Filings

August 3, 2010

<http://www.tradingmarkets.com/news/stock-alert/recent-ipo-filings-1083294.html>

07/30 Complete Genomics Inc. (Mountain View, CA) \$86.2

Is a life sciences company.

Associated Press - Complete Genomics plans \$86.3M IPO of stock

August 2, 2010

<http://www.cnbc.com/id/38525507>

Picked-up by:

- [Businessweek](#)
- [CanadianBusiness.com](#)
- [Forbes](#)
- [MSN Money](#)
- [R & D Magazine](#)
- [San Francisco Examiner](#)
- [Washington Examiner](#)

INDIANAPOLIS - Complete Genomics Inc. is planning to raise as much as \$86.2 million in an initial public offering of stock to help fund improvements and expansion of its DNA sequencing technology.

The Mountain View, Calif., company said it has developed and commercialized "an innovative DNA sequencing platform that we believe will become the preferred solution for complete human genome sequencing and analysis," according to a registration statement filed Friday with the Securities and Exchange Commission.

The company said its product will offer academic and biopharmaceutical researchers complete analysis without requiring them to invest in equipment like in-house sequencing instruments and high-performance computing resources.

The company's work can be used in clinical trials or for research of rare diseases and cancer.

Complete Genomics said it started operations in March 2006 and spent its first three years focused on research and developing its sequencing technology. It brought in its first revenue from the sale of genome

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sequencing services during last year's fourth quarter, but the company has piled up a \$95.5 million deficit during its development stage.

"Our only source of revenue is our human genome sequencing service, which is a new business model in an emerging industry, and failure to achieve market acceptance will harm our business," the company said in the statement.

No per-share price was listed in the paperwork filed with the SEC.

Socaltech.com - Enterprise Partners Portfolio Firm Heads Towards IPO

August 2, 2010

http://www.socaltech.com/enterprise_partners_portfolio_firm_heads_towards_ipo/s-0030195.html

One of the portfolio firms of San Diego venture capital firm Enterprise Partners is heading towards an IPO, according to a S-1 filing Friday. According to Silicon Valley firm Complete Genomics, a provider of human genome sequencing services, it has filed for an \$86.25M IPO on the Nasdaq as GNOM. The IPO is being underwritten by UBS Investment Bank, Jefferies & Company, Baird, and Cowen and Company. The firm's other venture backers are Essex Woodlands Health Ventures, OrbiMed Advisors, OVP Venture Partners, Prospect Venture Partners and Highland Capital Management. Enterprise has been an investor in Complete Genomics since 2006, when it was a Series A investor in the firm. Drew Senyei at Enterprise Partners is responsible for the firm's investment in Complete Genomics.

FierceBiotech - Complete Genomics maps plans for \$86M IPO

By John Carroll

August 2, 2010

<http://www.fiercebiotech.com/story/complete-genomics-maps-plans-86m-ipo/2010-08-02>

One of the challengers in the race to revolutionize the field of gene sequencing with a low-cost set of lab tools has mapped out an \$86.25 million IPO to test investors' appetite for the new technology.

Mountain View, CA-based Complete Genomics plans to offer developers genome sequencing for less than \$1,000, a price that would make the assembly-line technology available to virtually anyone looking to use it in development programs. As of last May, points out the San Jose Mercury News, Complete Genomics was providing sequencing for about \$4,000 for each genome.

Citing SEC documents, GenomeWeb reports that the company says it has sequenced 200 complete genomes so far this year, with 100 sequenced in the first three weeks of July. The company reports a backlog of 500 genomes for sequencing and expects to hit a rate of 400 genomes a month by the end of this year.

"Because our technology resides only in our centralized facilities," boasts the company, which has never been shy of tooting its own horn, "we can quickly and easily implement enhancements and provide their benefits to our entire customer base. We believe that we will be the first company to sequence and analyze high-quality complete human genomes, at scale, for a total cost of under \$1,000 per genome."

UBS, Baird, Jefferies & Co. and Cowen & Co. are underwriting the offering. It should be interesting to see how well Complete Genomics makes out. The biotech field has seen a batch of IPOs this year, but investors have been more interested in companies with solid cash flow rather than the prospect of a bright future.

Complete Genomics Files for IPO

August 3, 2010

GenomeWeb - Complete Genomics Files for IPO

August 2, 2010

<http://www.genomeweb.com/sequencing/complete-genomics-files-ipo>

NEW YORK (GenomeWeb News) – Complete Genomics has filed documents for a proposed initial public offering to raise about \$86.3 million.

The sequencing services company based in Mountain View, Calif., filed its S-1 document with the US Securities and Exchange Commission on Friday. The company did not disclose in the preliminary prospectus a share price or the number of shares that it intends to sell.

Complete Genomics said that it would use proceeds from the offering to finance further development and commercialization of its technology, sales and marketing activities, capital expenditures to expand its facilities and operations, and working capital and other general corporate purposes

It plans to trade on the Nasdaq under ticker symbol "GNOM."

Investment banks UBS and Jefferies will act as joint book-running managers. Baird and Cowen and Company will act as co-managers.

Complete Genomics was founded in 2005 and its main technology is its Complete Genomics Analysis Platform, which is based on the firm's proprietary DNA arrays and ligation-based read technology. In its SEC filing, Complete Genomics said that while complete human genome sequencing is "generally deemed to be coverage of at least 90 percent of the nucleotide in the genome," it is able to achieve an accuracy level of 99.999 percent "at a total cost that is significantly less than the total cost of purchase and using commercially available DNA sequencing instruments."

It added that it believes that it will be the first firm able to offer complete sequencing of the human genome for less than \$1,000.

As of July 20, Complete Genomics had sequenced more than 200 complete human genomes since the beginning of the year, it said in its filing. In the first three weeks of July, the company sequenced more than 100 complete genomes, and has a backlog of more than 500 genomes.

Its customers include "some of the leading global academic and government research centers and biopharmaceutical companies," the company said, and by the end of this year, Complete Genomics expects it will have the capacity to sequence and analyze more than 400 complete genomes per month. Next year, it anticipates expanding its capacity three-fold.

In 2009, the company posted \$623,000 in revenues and a net loss of \$35.9 million, or \$386.56 per share. R&D spending for 2009 was \$22.4 million, and sales, marketing, general, and administrative costs totaled \$6.8 million.

Through the first three months of 2010, it had \$336,000 in revenues and a net loss of \$14.3 million, or \$51.15 per share, compared to no revenues, and a net loss of \$9.5 million, or \$105.92 per share, a year ago.

R&D costs for the three months ended March 31 totaled \$6.2 million, down from \$6.7 million a year ago. Sales, marketing, general, and administrative spending rose to \$4.3 million during the quarter from \$1.7 million from the year-ago period.

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As of March 31, it had \$2.4 million in cash and cash equivalents, Complete Genomics said.

Clifford Reid is Complete Genomics' president and CEO. Ajay Bansal is its CFO, and Radoje Drmanac (cq) is the CSO. Members of its scientific advisory board include George Church, Lee Hood, Mark Chee, and Douglas Lauffenburger.

In Sequence - Complete Genomics Files for IPO; Sequenced About 200 Human Genomes So Far this Year

By Julia Karow

August 2, 2010

<http://www.genomeweb.com/sequencing/complete-genomics-files-ipo-sequenced-about-200-human-genomes-so-far-year>

Complete Genomics plans to raise up to \$86.25 million in an initial public offering of its common stock, according to documents filed with the US Securities and Exchange Commission last week.

The company plans to use the net proceeds from the offering to finance the further development and commercialization of its technology, sales and marketing activities, capital expenditures to expand its facilities and operations, working capital, and other general corporate purposes.

It intends to trade on the Nasdaq global market under the ticker symbol "GNOM," according to a registration statement on form S-1, filed with the SEC on Friday, which is not yet effective.

UBS Investment Bank and Jefferies & Company will be joint book-running managers for the offering, and Baird as well as Cowen and Company will be co-managers.

In the filing, Complete Genomics also provided an updated on its business. The company began commercial operations in May, about a month later than anticipated earlier this year, following an early-access phase that began last year.

As of July 20, it had sequenced more than 200 complete human genomes in 2010, including more than 100 during the first three weeks of July, and had an order backlog of more than 500 genomes, according to the filing. As of March 31, it expected about \$7 million in revenues from backlog orders received as of that date over the following 12 months.

The company currently has more than 30 past and current customers – about the same number as in February (IS 2/23/2010).

In May, it received an order from SAIC-Frederick, a contractor for the National Cancer Institute, to sequence 100 human genomes — 50 tumor-normal pairs — over a six-month period. The contract contains an option for SAIC-Frederick to have Complete Genomics sequence another 1,128 human genomes — 564 tumor-normal pairs — over the following 18 months. Also, the firm is sequencing 122 additional genomes for the Institute for Systems Biology, following the sequencing of a family of four to find the genetic mutation leading to Miller Syndrome.

By the end of 2010, Complete Genomics expects its facility to be able to sequence and analyze more than 400 complete human genomes per month, or 4,800 per year. "This capacity is significantly less than what would be required to achieve profitability, if demand for our sequencing services grows as anticipated," according to the filing. The company did not provide details on its projected cost or price per genome by the end of the year.

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These numbers indicate that the company's commercial scale-up appears to be slower than expected: Even if the end-of-year capacity was already available today — and orders booked to utilize it — this would only enable the company to sequence up to 2,200 human genomes this year, about half the 5,000 human genomes it had said it would sequence in 2010. The 5,000 number was already a down-revision of an earlier target of 10,000 (IS 1/19/2010), which was cut from a prior target of 20,000 last summer (IS 8/25/2009). Both cuts were related to a delay in building and expanding the company's sequencing facility in Mountain View, Calif. Recently for example, the company disclosed, there was "a significant delay in the delivery, from one of our suppliers, of certain components for our sequencing system."

In 2011, Complete Genomics expects its capacity will grow "over threefold," so it would be able to sequence at least 1,200 human genomes per month, or 14,400 per year.

It also plans to construct additional genome sequencing centers "in the United States and elsewhere" but gave no timeline for those.

\$1M Revenues, Almost \$100M Losses

In its filing, the company also provided, for the first time, further insight into its financials.

As of the end of March, it had cumulative revenues of \$959,000 from a total of 12 customers. The company booked its first revenue — \$623,000 — during the last quarter of 2009, from seven customers: the University of Texas Southwestern Medical Center, Pfizer, the Broad Institute, the Flanders Institute for Biotechnology, Johns Hopkins University, the Institute for Systems Biology, and an unnamed customer. During the first quarter of 2010, it booked \$336,000 in revenues from five customers, of which 90 percent came from the International Mesothelioma Program at Brigham and Women's Hospital, Scripps Genomic Medicine, and the Ontario Institute for Cancer Research. It did not provide revenues for the quarter ended June 30.

Its cumulative net loss, as of March 31, was \$95.5 million, including \$66.3 million in R&D expenses, \$14.1 million in general and administrative expenses, \$4.1 million in sales and marketing expenses, and \$9.1 million in start-up production costs. During the first quarter of 2010, it had a net loss of \$14.3 million, following net losses of \$35.9 million in 2009, \$28.4 million in 2008, and \$12.3 million in 2007.

Based on its current operating plans and assumptions, the company does not expect to become profitable on an annual basis "in the near future."

It also expects its expenses to increase "significantly" in the near term, including for the expansion of its Mountain View, Calif., sequencing facility and "the development of additional sequencing centers, research and development, sales and marketing, and general and administrative expenses." In order to continue operations, it "must obtain additional debt or equity financing."

The company expects that the net proceeds from its IPO, together with its existing cash, will meet its requirements for "at least" the next 12 months.

As of March 31, Complete Genomics had \$2.4 million in actual and \$24.5 million in pro forma cash and cash equivalents. The approximately \$22.1 million in outstanding cash is from convertible notes the company issued and sold in April, May, and June of this year, which will become due upon closing of the IPO. Alternatively, if it issues and sells a new series of preferred stock before the closing of the IPO that results in cash proceeds of at least \$17 million, these convertible notes will instead convert into shares of that series, which will convert into shares of common stock immediately prior to the IPO.

A year ago, the company raised \$45 million in private equity from a Series D round, and previously, it had raised \$46 million from three prior funding rounds (IS 8/25/2009). Its VC investors include Enterprise

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Partners Venture Capital, OVP Venture Partners, Prospect Venture Partners, Highland Capital Management, Essex Woodlands Health Ventures, and OrbiMed Advisors.

As of June 30, the company had 159 employees, among them 75 in R&D, and 40 with PhD degrees.

The firm licenses its “key patent rights” from Callida Genomics, a company owned by Complete Genomics’ co-founder and chief scientific officer Rade Drmanac and his wife. In 2006, Complete exclusively licensed from Callida patent filings relating to the use of its sequencing technology in random arrays and probe anchor ligation, and non-exclusively licensed the use of the technology on non-random arrays. As of July 17, the company had licensed from Callida six issued US patents and six issued international patents that expire between 2014 and 2027. It also owns, or licenses, 97 pending patent applications, including 54 in the US, 30 international ones, and 13 filed under the Patent Cooperation Treaty.

The company leases about 67,000 square feet of office and lab space in Mountain View, Calif., under a lease that expires in August 2016, and an additional 11,000 square feet of office and lab space in Sunnyvale, Calif., under a lease that expires in December. Those spaces are “adequate for our first genome center over the next two years,” according to the firm. In addition, it leases approximately 2,200 square feet of data center space in Santa Clara, Calif., under a contract that expires in May 2011, which holds most of its computing capabilities.

Complete Genomics purchases most components for its sequencing systems — including silicon wafers, optical microscopes and other imaging components, cameras, chemicals, and reagents — from third-party suppliers. In particular, it relies on SVTC Technologies for silicon chips for its sequencing flow slides, and on Hamamatsu for cameras in its sequencing instruments.

Complete’s Competitors

The company believes its human-genome sequencing service provides “unprecedented quality, cost, and scale without requiring [researchers] to invest in in-house instruments, high-performance computing resources and specialized personnel,” according to the preliminary prospectus.

In particular, it believes it will be “the first company to sequence and analyze high-quality complete human genomes, at scale, for a total cost of under \$1,000 per genome.”

The company is already looking beyond lowering the cost of genome sequencing, predicting that “the basis of competition in our industry will shift from the cost of sequencing to the value of the entire solution” and that its “integrated, advanced informatics and data management services will emerge as a key competitive advantage as this shift occurs.”

It is not alone, however, in its mission to provide comprehensive human genome sequencing services to researchers. Last week, for example, Illumina said it will start offering such a service through a network of subcontractors, all customers of its own sequencing platform (see other story, this issue).

Also, China’s BGI recently founded two branches, BGI Americas and BGI Europe, and plans to open additional ones in Southeast Asia and Australia, in order to provide a variety of sequencing services — including whole-genome resequencing — to researchers around the world.

Complete Genomics also expects competition from new companies that may enter the market either by providing sequencing services or by selling “less expensive and more powerful sequencing instruments.” Future competitors may include Ion Torrent Systems, Nabsys, Oxford Nanopore Technologies, Pacific Biosciences, and Helicos BioSciences, according to the filing, “which have developed or are developing

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sequencing technologies that may compete with ours in the future” and which may be acquired by larger players that have extensive resources to invest in them.

Northwest Innovation - OVP Portfolio Firm Files For IPO

August 2, 2010

<http://www.nwinnovation.com/story/0030184.html>

One of the portfolio firms of OVP Venture Partners has filed for an IPO. According to an S-1 filing Friday, California-based Complete Genomics, a provider of human genome sequencing products, is looking to raised up to \$86.25M in an IPO. The firm is hoping to trade on the Nasdaq as GNOM. Complete Genomics' other backers are Essex Woodlands Health Ventures, OrbiMed Advisors, Enterprise Partners Venture Capital, Prospect Venture Partners and Highland Capital Management. OVP owns around 1.48M shares of Complete Genomics' common stock.

Seattle PI Xconomy - Complete Genomics Seeks IPO

August 2, 2010

By Luke Timmerman

http://www.seattlepi.com/xconomy/424375_xconomy95819.html

Complete Genomics, the Mountain View, CA-based company with a new model for inexpensive gene sequencing, has filed a prospectus with the Securities and Exchange Commission to go public. The company hopes to raise as much as \$86 million through an IPO that would be underwritten by UBS, Baird, Jefferies & Co., and Cowen & Co. Complete Genomics already has a couple of well-known investors in public biotech companies-OrbiMed Advisors and Essex Woodland Health Ventures-among its top stockholders, as well as some traditional venture backers who hope to cash out-San Diego-based Enterprise Partners Venture Capital, Kirkland, WA-based OVP Venture Partners, and Palo Alto, CA-based Prospect Venture Partners.

SiliconValley.com - How Americans spend their time online

August 2, 2010

http://www.siliconvalley.com/news/ci_15655693?nclick_check=1

"Time suck" is a phrase often used to describe online social networks like Facebook and online games like FarmVille. Now new research quantifies the phenomenon, showing that nearly one-third of the time Americans spend online is devoted to such activities, while time spent on conventional e-mail and portals such as Yahoo has declined.

Troy Wolverton test-drives electric Nissan Leaf and plug-in Chevy Volt and drives away mostly impressed.

Mike Cassidy writes about Michael Luckman, a San Jose man who sees his regular e-mail blasts as an innovative way to land prospects. That's not, however, the way the Spamhaus Project, an obscure but powerful international e-mail watchdog, sees it. The volunteer group has declared Luckman a spammer. As a result, his e-mail and website have been shut down.

Database diving into online dating sites, researchers at UC Berkeley's School of Information are providing statistical proof of everything our grandmother told us: Appearances count. Meet someone before you make up your mind. And on that first date, don't give away too much.

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Oracle salespeople used a variety of questionable tactics to hide the fact they were overcharging the federal government for software, in a scheme that cost taxpayers millions of dollars from 1998 to 2006, according to a whistle-blower whose claims prompted a Justice Department lawsuit this week. With its vast database of scanned books, scholars say Google could boost the new and emerging field of digital humanities, which over the past few years has humanities researchers increasingly joining with computer scientists to answer questions that they could hardly conceive of asking before.

Mike Cassidy writes about two recent studies that show that having a computer at home can actually hurt students' test scores. But maybe the machine itself isn't the answer - or the issue.

Chris O'Brien writes about BitTorrent's push to get its software on your TV and how consumers' most deeply ingrained habits can slow down the pace of change.

Larry Magid writes about Apple and Hewlett-Packard, two big Silicon Valley innovators with two different approaches, including the sharing of ideas.

A letter from three California legislators calls on State Attorney General Jerry Brown to ask the U.S. Department of Labor to release the data on the race and gender breakdown of the workforce at Apple, Google, Yahoo, Oracle and Applied Materials. The data had initially been sought by the Mercury News under a federal Freedom of Information Act request. If the Labor Department cannot provide it, the legislators asked Brown to seek it directly from the companies.

Federal regulators will let Geron proceed with the world's first human test of a treatment made from embryonic stem cells, a much-anticipated but controversial study of patients with spinal cord injuries that had been placed on hold for nearly a year because of safety concerns.

Complete Genomics, a Mountain View startup that aims to drive the cost of sequencing a human genome to below \$1,000 in hopes of advancing health care, is preparing for a Wall Street debut and staking its claim to the ticker symbol GNOM.

Silicon Valley/San Jose Business Journal - Complete Genomics files for \$86M IPO

By Mary Duan

August 2, 2010

<http://sanjose.bizjournals.com/sanjose/stories/2010/08/02/daily12.html>

Mountain View-based gene sequencing company Complete Genomics Inc. has filed for an initial public offering of \$86 million as it continues to push to sequence an order backlog of 500 human genomes.

In a regulatory filing with the Securities and Exchange Commission late on Friday, the company said it had sequenced 200 genomes this year alone, including more than 100 in the first three weeks of July. By the end of 2010, the company believes it will be able to sequence 400 complete human genomes per month.

The company's genome sequencing center began commercial operations in May 2010. Customers ship samples to the center via common carrier service, and Complete Genomics sequences and analyze these samples and provides customers with finished, research-ready data.

The four-year-old company has raised a total of \$91 million in venture funding.

Company co-founder Rade Drmanac, a molecular and computational biologist, patented a method of sequencing DNA that miniaturizes the process to make it easier to view a genome on a microscope slide.

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In recent years, prices for sequencing have dropped but still haven't approached the realm of affordability. Complete Genomics plans on cutting the cost from about \$250,000 to \$4,000.

Complete Genomics has more than 30 past and current customers, including global academic and government research centers and biopharmaceutical companies.

Streetinsider.com - Complete Genomics (GNOM) Files \$86.25M IPO

August 2, 2010

[http://www.streetinsider.com/IPOs/Complete+Genomics+\(GNOM\)+Files+\\$86.25M+IPO/5853628.html](http://www.streetinsider.com/IPOs/Complete+Genomics+(GNOM)+Files+$86.25M+IPO/5853628.html)

Complete Genomics, Inc. (Nasdaq: GNOM) filed a registration statement with the U.S. Securities and Exchange Commission for an Initial Public Offering of its common stock. The proposed maximum aggregate offering price is \$86.25 million. The company intends to list the common stock on the NASDAQ Global Market under the ticker "GNOM."

The offering is being made through UBS Investment Bank, Jefferies & Co., Baird, and Cowen and Company.

Complete Genomics is a life sciences company that has developed and commercialized an innovative DNA sequencing platform that we believe will become the preferred solution for complete human genome sequencing and analysis.

The Wall Street Journal - The Daily Start-Up: Watching What We Type

By Scott Austin

August 2, 2010

<http://blogs.wsj.com/venturecapital/2010/08/02/the-daily-start-up-watching-what-we-type/>

Every search you make, I'll be watching you. Sting could modernize his song with that lyric, now that the Web is full-out watching us. The Wall Street Journal investigates one of the fastest growing businesses on the Internet, and venture-backed company Lotame Solutions is one of its subjects. Lotame's software captures what people type on a website in real-time and packages that data into profiles about individuals. It's one of several methods companies use to target specific advertising to consumers. The Journal investigation of the Web's most popular sites found they placed 3,180 tracking files on a test computer. The No. 1 site that tracks what we type? Dictionary.com.

Start-ups that ink supply deals with Apple Inc. should heed this story. Apple ended its partnership with venture-backed company Skyhook Wireless, which was providing Apple with precise location data for smartphones. Apple, which disclosed the change in a letter to Congress, will instead use its own technology to detect the location of a mobile device, sister blog Digits reports. Apple is known for keeping a tight hold over its technology. The CEO of Skyhook acknowledged that other cell phone makers could give it the boot, too, by developing their own technology. Dell, Motorola and Samsung are among Skyhook's customers.

Ninja assassins and heat-seeking missiles - not terms normally used to describe entrepreneurs. But in an informal survey of venture capitalists by Reuters, a couple of VCs used those terms to illustrate the types of entrepreneurs they're interested in backing.

The tough slog continues for biopharmas looking to go public. Trius Therapeutics's IPO was expected to price last week, but underwriters appear to have encountered sluggish demand, slashing the share price to \$5 from an initial estimated range of \$12 to \$14 each. The company does, however, expect to sell more shares in the offering - 10 million versus the previously estimated 6 million. Also on the IPO front,

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DNA sequencing company Complete Genomics has filed to go public at a time when federal regulators are signaling increased oversight of the genetic-testing industry. VentureWire has more here.

PEHUB – Complete Genomics files for IPO

August 1, 2010

<http://www.pehub.com/78734/complete-genomics-files-for-ipo/>

Complete Genomics Inc., a Mountain View, Calif.-based human genome sequencing company, has filed for an \$86.25 million IPO. It plans to trade on the Nasdaq under ticker symbol GNOM, with UBS Investment Bank and Jefferies & Co. serving as co-lead underwriters.

The company has raised around \$90 million in total VC funding since 2006, from Essex Woodlands Health Ventures, OrbiMed Advisors, Enterprise Partners Venture Capital, OVP Venture Partners, Prospect Venture Partners and Highland Capital Management.

TechFlash – OVP Portfolio company Complete Genomics files for \$86M IPO

By John Cook

August 1, 2010

<http://www.techflash.com/>

Picked-up by:

- [BusinessInsider.com](http://www.businessinsider.com)
- [Portfolio.com](http://www.portfolio.com)

It's been nearly a decade since one of the portfolio companies of [OVP Venture Partners](#) completed an initial public offering. In fact, it's been so long that OVP's Gerry Langelier recently [joked](#) at an industry event that they had to remind themselves of some of the rules associated with the IPO quiet period. Well, it's a good thing that the OVP partners brushed up on the regulations as their Mountain View, California portfolio company Complete Genomics [filed to raise](#) up to \$86 million through an IPO on Friday.

The Medical News - Complete Genomics files registration statement on Form S-1 with SEC

July 31, 2010

<http://www.news-medical.net/news/20100731/Complete-Genomics-files-registration-statement-on-Form-S-1-with-SEC.aspx>

Complete Genomics, Inc. announced today that it has filed a registration statement on Form S-1 with the U.S. Securities and Exchange Commission ("SEC") relating to the proposed initial public offering of shares of its common stock. The shares of common stock to be sold in this offering are proposed to be sold solely by Complete Genomics, Inc.

UBS Investment Bank and Jefferies & Company will be acting as joint book-running managers, with Baird and Cowen and Company acting as co-managers for the offering. This offering will be made only by means of a prospectus.

Renaissance Capital - Life sciences company Complete Genomics files for a \$86 million IPO

July 30, 2010

[http://www.renaissancecapital.com/ipohome/news/Life-sciences-company-Complete-Genomics-files-for-a-\\$86-million-IPO-8324.html](http://www.renaissancecapital.com/ipohome/news/Life-sciences-company-Complete-Genomics-files-for-a-$86-million-IPO-8324.html)

Picked-up by:

- [Alargespace.com](http://www.alargespace.com)

Complete Genomics Files for IPO

August 3, 2010

Complete Genomics, a life sciences company offering a DNA sequencing platform for human genome sequencing and analysis, filed on Friday with the SEC to raise up to \$86 million in an initial public offering. The Mountain View, CA-based company, which was founded in 2005 and has yet to generate revenue, plans to list on the NASDAQ under the symbol GNOM. UBS Investment Bank and Jefferies & Co. are the lead underwriters on the deal. No pricing terms were disclosed.

Reuters - BRIEF-Complete Genomics files for IPO of up to \$86.3 mln

July 30, 2010

<http://www.cnbc.com/id/38493718>

Picked-up by:

- [CNBC](#)
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July 30 (Reuters) - Complete Genomics Inc: Complete Genomics Inc files for IPO of up to \$86.3 million; Complete Genomics Inc to apply to list common stock on NASDAQ global market under the symbol "GNOM."

San Jose Mercury News - Mountain View's Complete Genomics to make Wall Street debut

By Scott Duke Harris

July 30, 2010

<http://www.allvoices.com/s/event-6426191/aHR0cDovL3d3dy5tZXJjdXJ5bmV3cy5jb20vYnVzaW5lc3MvY2l0MTU2NDQ0NDI/c291cmNIPXJZcw==>

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A Mountain View startup that aims to drive the cost of sequencing a human genome to below \$1,000 in hopes of advancing health care is preparing for a Wall Street debut and staking its claim to the ticker symbol GNOM.

In documents filed Friday with the Securities and Exchange Commission, Complete Genomics signaled its intent to make an initial public stock offering on the Nasdaq, hoping to sell more than \$86 million in stock.

Startups that register for Wall Street debuts often postpone or withdraw such plans. Given the uncertain market for IPOs and excitement surrounding the commercial potential of DNA research, Complete Genomics' effort figures to attract considerable attention.

All life-forms carry a genome, a strand of chromosomes that is a full reflection of its hereditary traits. Complete Genomics is among a group of Silicon Valley startups at the cutting edge of DNA research — an endeavor that promises to advance human health while also playing a role in agriculture and biofuel development.

Complete Genomics' proprietary, assembly-line-like laboratory operation began sequencing human genomes about a year ago. The company has focused on doing large studies on human genomes for customers such as Genentech, the pharmaceutical giant Pfizer and major research institutions.

Sequencing the human genome was pioneered a decade ago at a cost of about \$500 million for one genome. The expense has been an obstacle for researchers who are trying to decode patterns that

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correspond to maladies known to have genetic roots. Driving down the cost — the central mission of Complete Genomics' technology and business model — has been critical to performing large studies.

"It's all about scale. Sequencing one human genome is a scientific curiosity," Clifford Reid, co-founder and CEO of Complete Genomics, said in an interview with the Mercury News in September. That month, when the company announced it had sequenced a batch of 14 genomes, "we probably doubled the number of known genomes in the world," Reid said.

Last May, when Complete Genomics started commercial operations and after medical researchers published a report in the journal *Science* based on genomes it had sequenced, Reid was quoted as saying that his company was processing 500 genomes a month and had dropped the cost to \$4,000.

In its filing with the SEC, Complete Genomics asserted that it has "optimized" its technology platform and is "able to achieve accuracy levels of 99.999% at a total cost that is significantly less than the total cost of purchasing and using commercially available DNA sequencing instruments."

It also touted "significant competitive advantages" as an independent lab: "Because our technology resides only in our centralized facilities, we can quickly and easily implement enhancements and provide their benefits to our entire customer base. We believe that we will be the first company to sequence and analyze high-quality complete human genomes, at scale, for a total cost of under \$1,000 per genome."

***The Wall Street Journal* - Genome-Decoder Complete Genomics Files To Sell \$86.3M In IPO**

By Kathy Shwiff

July 30, 2010

<http://online.wsj.com/article/BT-CO-20100730-717437.html>

Life-sciences company Complete Genomics Inc. plans to sell up to an estimated \$86.3 million in an initial public offering.

The company, which has developed a human genome sequencing technology, expects its shares to be traded on the Nasdaq Global Market under the symbol GNOM.

The company didn't specify specific uses for the IPO proceeds.

As of July 20, Complete Genomics had sequenced more 200 human genomes this year and had an order backlog of more than 500. By the end of the year, it expects to be able to sequence and analyze more than 400 genomes a month, tripling that capacity next year. Eventually, it plans to build genome centers in the U.S. and elsewhere for what it expects to be a growing global demand for "high-quality, low-cost complete human genome sequencing on a large scale."

In time, pharmaceutical researchers may routinely use such sequencing to identify people who respond well or poorly to a drug based on specific genetic markers.

In the first quarter, Complete Genomics's loss widened to \$14.3 million from a year-earlier loss of \$9.5 million. Revenue was \$336,000, up from none a year earlier.

The U.S. IPO market has been rocky lately, with many companies cutting their prices and some delaying their offerings.

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