

# 2hr Screener: Color

## HQ Location: Burlingame, California

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| <b>Year Founded</b>                  | 2013  |
| <b>Latest Valuation (post money)</b> | \$4.60B   |
| <b>Total Raised</b>                  | \$336.90M   |
| <b>Notable Investors</b>             | Crescent Cove Advisors, National Institutes of Health, Quiet Capital, T. Rowe Price Group, Agnostic Ventures, Comcast Ventures, Caffeinated Capital, MicroVentures, Homebrew,   |
| <b>Product Overview</b>              | <ul style="list-style-type: none"><li>• Color is a healthcare technology company that focuses on cancer detection and management.</li><li>• Their core product is a comprehensive solution that combines early cancer detection with ongoing cancer management services.</li><li>• Color offers screening programs to help detect cancer earlier, making these screenings more accessible and convenient for individuals.</li><li>• They also provide care advocacy teams, a nationwide clinical network, and integrated mental health support for cancer patients, survivors, and caregivers.</li><li>• Additionally, Color offers educational programming on topics such as self-examination, genetic risk, and preventive behaviors.</li><li>• The company partners with employers, brokers, unions, and health plans to provide these services to their members, aiming to increase survival rates and reduce cancer-related costs.</li></ul>   |
| <b>Core Technology</b>               | <ul style="list-style-type: none"><li>• At its core, Color leverages a combination of advanced genomic sequencing technology and sophisticated data analytics to provide its services. The company utilizes next-generation sequencing (NGS) techniques, which allow for rapid, high-throughput analysis of multiple genes simultaneously. This enables them to efficiently process large numbers of patient samples for genetic testing related to cancer risk and other health conditions.</li><li>• The real innovation, however, lies in Color's integration of this genomic data with other health information and their use of artificial intelligence, particularly large language models like GPT-4o, to create actionable insights. They've developed a platform that can analyze complex medical guidelines, patient histories, and genetic data to generate personalized screening recommendations and care plans. This is augmented by their recent development of an AI-powered "copilot" for doctors, which helps streamline the analysis of patient records and the creation of pre-treatment workups. Essentially, Color is combining biotechnology with advanced software engineering and AI to create a scalable, data-driven approach to personalized healthcare delivery.</li></ul> |
| <b>Previous Funding Notes</b>        | <ul style="list-style-type: none"><li>• <b>Series A (2015):</b> \$22.50M</li><li>• <b>Series B (2016):</b> \$47.40M</li><li>• <b>Series C (2017):</b> \$89.44M</li><li>• <b>Grant (2019):</b> \$19.83M</li><li>• <b>Series D (2021):</b> \$167.00M</li><li>• <b>Series E (2021):</b> \$100.00M</li></ul>  |

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| <p><b>Intro</b></p>                        | <ul style="list-style-type: none"> <li>• <b>Technology/product:</b> Color is a healthcare technology company that combines advanced genomic sequencing, data analytics, and AI to provide comprehensive cancer detection, screening, and management services to employers, health plans, and individuals.</li> <li>• <b>Berkeley Link:</b> Nish Bhat (Co-founder)</li> </ul>  |
| <p><b>Initial Highlight/Traction</b></p>   | <ul style="list-style-type: none"> <li>• <b>Program Expansion (March 18, 2024):</b> Color Health and the American Cancer Society announced an expansion of their comprehensive cancer care solution for employers and labor unions.</li> <li>• <b>New Partnerships (May 30, 2024):</b> Color Health announced partnerships with SkinIO and Bexa to integrate their distributed solutions for skin cancer screening and breast cancer screening.</li> <li>• <b>AI Copilot Development (July 19, 2024):</b> Color Health developed an AI-driven cancer screening copilot for doctors using OpenAI's GPT-4o.</li> <li>• <b>Projected Patient Reach (July 2024):</b> Color estimated that physicians using the cancer copilot will have supported more than 200,000 patient cases in generating AI personalized care plans by the end of 2024.</li> <li>• <b>Efficiency Improvement (July 2024):</b> A trial of the AI copilot technology helped providers analyze patient records in five minutes, a process that can sometimes take hours to weeks otherwise.</li> <li>• <b>White House Recognition (May 2024):</b> Color was mentioned as part of the White House's "Cancer Moonshot" initiative for its plan to offer free at-home colorectal cancer screenings for under- and uninsured individuals.</li> <li>• <b>Growth Opportunity:</b> Color earned a revenue of \$375M revenue in 2022. They have 18 patents. Diagnostic Imaging Devices industry is projected to exhibit an annual growth rate of 4.45% (CAGR 2024-2029), leading to value of US\$59.25B by 2029.</li> </ul> |
| <p><b>Initial Risks/Considerations</b></p> | <ul style="list-style-type: none"> <li>• <b>Internal Risks:</b> <ul style="list-style-type: none"> <li>• As Color develops its AI copilot for cancer screening, ensuring the accuracy and reliability of AI-generated recommendations, is crucial.</li> <li>• Color needs to ensure its AI training of data is high-quality, comprehensive, and free from biases that could lead to inaccurate or unfair results across diverse populations.</li> <li>• Color is aiming to support 200,000+ patient cases using their AI copilot in 2024, which could present technical and logistical challenges.</li> </ul> </li> <li>• <b>External Risks:</b> <ul style="list-style-type: none"> <li>• With the introduction of AI tools in healthcare, Color may face challenges in navigating evolving regulatory landscapes and compliances.</li> <li>• Color faces competition from established competitors, such as 23andMe (\$42.16M valuation) and Human Longevity (\$45.00M valuation), as well as competition from newly emerging companies that plan to utilize AI to revolutionize medical diagnosis.</li> <li>• Securing favorable reimbursement policies for AI-assisted cancer screening and management services from insurance providers.</li> </ul> </li> </ul>  |
| <p><b>Follow Up Questions</b></p>          | <ul style="list-style-type: none"> <li>• What specific strategies is Color employing to address potential biases in its AI algorithms?</li> <li>• Can you provide more information on Color's customer acquisition strategy? How does the company approach different stakeholders such as employers, healthcare providers, and individual consumers?</li> <li>• How does Color plan to demonstrate the cost-effectiveness of its services to potential payors like insurance companies and employers?</li> <li>• How does Color envision its comprehensive cancer care solution evolving over the next 3-5 years in response to advancements in cancer detection and treatment technologies?</li> </ul>   |