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Biohealth Momentum Continues in Mason as Startup Genetesis Selects the Mason Tech Elevator as Its First Home

Growing biotech company backed by CincyTech and billionaire Mark Cuban, lands in Mason

(Mason, OH – April 21, 2017) After completing a seed round of funding raising \$1.2 million for its new technology which offers a non-invasive tool for the detection and localization of cardiovascular disease startup Genetesis has chosen the Mason Tech Elevator for its new home where company founders will work to scale the business for additional clinical testing and commercialization.

“We have found the right partner for long-term growth and talent attraction in the City of Mason,” said Peeyush Shrivastava, CEO of Genetesis who graduated from Mason High School before pursuing a biomedical science degree at The Ohio State University where he is a junior. “This is truly a milestone for us and we love being right in the middle of the growing biotech corridor in Mason with other great biohealth companies like Assurex Health and AtriCure, which are in our field. We feel we bring great diversity of thought to the business community and are excited to connect with other thought leaders here.”

Cardioflux, the Genetesis technology, was developed by Peeyush and some of his high school friends, who are now co-founders of his company with him. The technology monitors the electrical current flowing around a beating heart non-invasively. This ability to localize abnormalities of the heart through magnetic imaging is a game-changing discovery that could improve time to treatment for chest pain patients, potentially saving lives and substantial healthcare delivery costs.

“We are so enthusiastic about the potential to provide a thoughtful, patient-friendly diagnostic system for chest pain that will provide a fast, accurate diagnosis, reducing the number of tests needed, lengths of stay and overall costs,” said Alisa Nicksch, M.D., Chief Medical Officer for Genetesis and current Director of Pediatric Electrophysiology and Exercise Stress Lab at Tufts Medical Center in Boston.

Genetesis completed a preliminary study with 28 patients at the Mayo Clinic in Rochester, MN, which revealed the Cardioflux diagnostic system was effective in determining cardiac damage. Results were published via [poster](#) at the American Heart Association’s 2016 conference. “Our ability to determine whether or not a chest pain patient was having a cardiac event proved to be superior to the ‘gold standard’ electrocardiogram which gave us the encouragement to move forward with a larger study at St. John Hospital and Medical Center in Detroit, MI,” said Dr. Nicksch. That study, which will begin in May, will use Cardioflux side-by-side with traditional diagnostic tools on 100 chest pain patients to gauge accuracy.

Mason Mayor Victor Kidd said, “The future of our economy depends on how well we leverage and support powerful, life-changing discoveries like this one and help that technology reach the markets it serves.”

“Supporting groundbreaking bioscience technology like Cardioflux and the bright young minds that developed it is

exactly why we established the Mason Tech Elevator program,” said Michele Blair, Director of Economic Development.

[Genetesis announced it had raised \\$1.2 million](#) in November of 2016 in a seed financing round led by CincyTech and billionaire Mark Cuban’s Radical Investments. Shrivastava says he approached Cuban with a direct appeal to his personal email account that was short and to the point. Cuban began as an advisor and then grew interested in investing.

“This young company has made considerable progress, already generating meaningful clinical data through its partnership with the Mayo Clinic,” said John Rice, PhD, Director of Life Sciences at CincyTech. “Mason continues to be a solid partner for us with several of our life science companies finding the resources, collaboration and connections to others in their field through a growing hub there.”

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About the City of Mason, Ohio

Mason, Ohio, is an established hub for bioscience innovation and includes a business portfolio of advanced manufacturing, healthcare and technology companies. In the last 24 months, Mason has recruited more than \$615 million in new investment and brought more than 3,100 jobs to the city with 80 percent of those in the biohealth space. As the largest city in Warren County and part of the Greater Cincinnati region in southwest Ohio, Mason’s economic development mission is focused on attracting and supporting the growth of top companies and creating jobs in these sectors, while leveraging partnerships to also attract foreign direct investment. Mason is nationally recognized for its low cost of living, award-winning schools and its intentional culture of wellness. For more info about the City of Mason, visit www.imagemason.org. For additional information about the Mason Tech Elevator, visit www.whymason.com/elevator.

About Genetesis

Genetesis is a medical technology company seeking to advance cardiovascular diagnosis and treatment by building solutions that allow physicians to detect and localize sources of abnormality in the heart. The Genetesis CardioFlux platform allows clinicians to visualize the heart’s inherent electrical activity in dynamic 3D maps non-invasively. The company leverages the most cutting-edge tools in deep learning, biomagnetism and sensing. To learn more, visit www.genetesis.com.

Photo Caption

From left, leadership of Genetesis: Chandan Srivastava, CFO, Vineet Erasala, COO, Manny Setegn, CTO, and Peeyush Shrivastava, CEO, show a small scale prototype of the CardioFlux imaging system.