



Microsoft, LifeNome and Sequencing.com to Co-Host

Hack the Genome: Times Square, NYC

Hackathon to create personalized apps is open to all app developers including iOS, Android and Web

On **February 24-25, 2018**, Microsoft, LifeNome, Inc. and Sequencing.com will co-host the second *Hack the Genome* hackathon at Microsoft's office in Times Square, New York City. This exciting two-day competition will focus on developing apps that provide a unique, personalized user experience.

The hackathon is open to everyone who is enthusiastic about creating personalized apps that change lives and, in turn, change the world. Users can [register](#) as individuals or as part of a team. Each team will create an app for iOS, Android or the web utilizing the power of Microsoft Azure and Sequencing.com's +RTP API.

As space is limited, developers interested in competing are encouraged to [register today](#).

Hack the Genome is the world's first hackathon series for apps powered by genetic information. Hack the Genome: Times Square NYC follows the success of Hack the Genome: Seattle, held April 2017 at Microsoft's offices in Redmond, WA.

While competitors may decide to create an app from scratch, the rules have changed for Hack the Genome: Times Square NYC because developers are now allowed to compete using existing apps as well as open-source apps.

"The focus of what we're doing with Hack the Genome is really how you can take genomic data and add value to it as part of a cloud-based platform and a mobile experience," explains GERALYN Miller, Director, Microsoft Genomics. "We want to get meaningful information, based on the genome, into people's hands in a format to which they are accustomed."

Competitors at the hackathon will use Sequencing.com's Real-Time Personalization® (+RTP) API to add personalization to their apps. Apps powered by the +RTP API can perceive the uniqueness of each user because the API allows any app to easily access information obtained from the user's genes.

There is no requirement for participants to know anything about genomics as the +RTP API is designed for the everyday app developer to be able to quickly integrate gene-based personalization into their apps on *any* platform. All that is required is to be passionate about creating mobile or web apps.

"Within the next 7 years, between 100 million and 2 billion human genomes will be sequenced including every newborn baby being sequenced at birth. This unprecedented amount of genetic data will change the world." stated Dr. Brandon Colby, Founder and CEO of Sequencing.com. "With the +RTP API, Sequencing.com has pioneered the next leap forward in app personalization. Genetic insight will quickly become the new standard offering in mobile apps, as it represents the pinnacle of unique, vital, and actionable information."

LifeNome's unique genetic analysis capabilities have recently been integrated into Sequencing.com's +RTP API and will be available for developers to use during the hackathon. This enhancement provides the +RTP API with the ability to convey additional actionable information about each app user relating to nutrition, fitness, allergies, beauty and personality traits.

Dr. Ali Mostashari, Co-founder and CEO of LifeNome, stated "LifeNome's genomics-based wellness and health personalization API represents a paradigm shift away from single association studies and towards artificial intelligence-enhanced polygenic risk-models calibrated with more than half a million genotype-phenotype pairs. As such it represents the state of the art of DNA-based health and wellness assessment. We are very happy to partner with Microsoft Genomics and Sequencing.com in allowing developers to leverage our artificial intelligence engine to create scientifically rigorous and engaging apps that can help improve health and wellness for individuals based on the best science available."

Sequencing.com, LifeNome and Microsoft have been preparing for this inevitability by creating solutions that unlock the true value of genetic data. This hackathon focuses on one of these unique solutions, the Real-Time Personalization® (+RTP) API, which enables genetic data to be used in real-time to personalize apps and improve lives.

Event Contact:

Erdal Cosgun, Ph.D.
Data Scientist
Microsoft Genomics
ercosgun@microsoft.com