

# Crispr Cas 9

## INTRODUCTION

**CRISPR CAS-9** originates from the defense mechanism of bacteria against bacteriophages. It has been researched and adapted for use in human gene editing, we highlight the process below.

### STEP 1

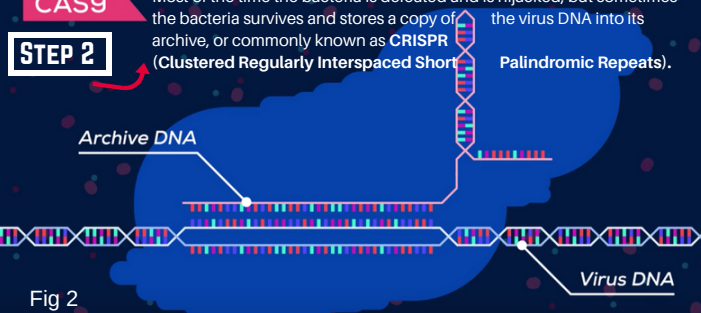
Virus injects bacteria with its genetic code, attempting to hijack the bacteria to turn it into a virus factory.



### CAS9

### STEP 2

Most of the time the bacteria is defeated and is hijacked, but sometimes the bacteria survives and stores a copy of the virus DNA into its archive, or commonly known as **CRISPR** (Clustered Regularly Interspaced Short Palindromic Repeats).



### CRISPR

Fig 3

### STEP 3

The next time the virus attacks, the bacteria makes a RNA copy of the virus DNA, and transfers this to a protein called CAS-9, which searches for the viral DNA that is attempting to hijack the DNA of the bacteria.

### STEP 4

Once CAS-9 has identified the viral DNA, it cuts it out of the bacterial genetic code, preventing further harm.

### STEP 5

The bacterial cell repairs itself either by non-homologous end joining (**NHEJ**) or homology directed repair (**HDR**). NHEJ is error prone and is usually used to stop a gene from working. HDR, in the presence of template DNA, can be used to incorporate selected genes into the repaired DNA, allowing gene editing.



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DOCTOR DNA INC.

CHOOSE IT, CRISPR IT!



*Our happy clients*

"the best investment I've made"

- Donald Trump, 2050

"perfection just one click away!"

- Kylie Jenner 2052

"the future is here"

- James Watson, 2053

*Our humble awards*



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# WHO WE ARE & WHAT WE DO

DOCTOR DNA INC was founded in 2040 with a desire to empower people with the freedom to choose. With our world famous experts in CRISPR CAS-9 technology we aim to deliver world class genome customization options, to provide your children with a perfect genome that entails success in life. Our company believes strongly in preemptive therapy, we say why rely on genetic therapy, when we can provide genetic perfection? Say goodbye to genetic diseases such as Down's syndrome, hereditary cancer, even teenage acne.

*You choose it, we CRISPR it.*

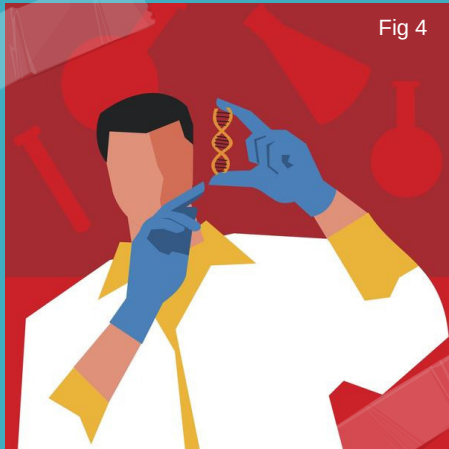


Fig 4

## OUR MISSION AND VISION

Our mission is to provide the clients with the most flexibility and freedom they need to secure a place for their child in the future.

Our vision is "to unlock human potential through our genome".

# MENU OF SELECTIONS

Here at DOCTOR DNA, we provide three package deals for you to choose from which are the most popular. They are all priced at \$1 million each, not including any additional gene modifications. Alternatively, we also offer a "build your own" option for \$3 million dollars, including consultations with our specialists for the duration of the process.

## THE ATHLETE



- Guaranteed tall, muscular body, with a strong cardiovascular system.
- Increased haemoglobin efficiency in red blood cells.
- Free screening and deletion for Motor Neuron Diseases (MND) in up to 10 embryos.
- 70% chance of becoming an Olympian if proper training is provided.



## THE GENIUS



- High IQ individual, photographic memory, increased concentration.
- Prodigious learning ability and multitasking.
- Free screening and deletion for Down's syndrome and other intellectual disabilities in up to 10 embryos.
- 60-70% chance of becoming a prodigy given proper education.



## THE ACTOR



- High EQ, photogenic and good looking individual, tall and athletic stature.
- Self-confidence and charisma come naturally, they know how to market themselves.
- Free screening and deletion for any skin conditions, baldness, myopia and other undesirable.
- physical traits in up to 10 embryos
- 70% chance of making it into the film and theatre industry and succeed.



Fig 5

## OUR promotions

### CLONES

We provide the option to clone the embryo you have chosen and edited, it will be grown in our facility and the body sedated and frozen, this is to provide an extra body which will be used in case accidents happens to your prodigy. Pricing will be negotiated on a case by case basis.

### BACK UP EMBRYOS

We can freeze up to 2 other embryos for you just in case anything goes wrong with the primary embryo. Throughout this year we will be offering a "3 for the price of 2" promotion for our service, there's really nothing to lose!

### A LA CARTE MODIFICATIONS

For the first half of the year, we will be offering a "2 for 1" deal, editing your child's genome has never been this cheap, so don't miss out on this once in a lifetime deal, literally!



Fig 6