

HEALTHTECH INVESTMENTS NEWS SINGAPORE

ConnectingDNA bags US\$550K to accelerate DNA-based wellness solutions

ConnectingDNA's platform serves as a "digital bridge" between an individual's nature and nurture, delivering bespoke recommendations based on each user's unique biology



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ConnectingDNA co-founders Cedric Lee and Choo Ee Ting

ConnectingDNA, a Singapore-based startup that combines personal genetic data with actionable wellness solutions to provide users with personalised health recommendations, has secured US\$550,000 in pre-seed funding from unnamed private investors.

With this capital, ConnectingDNA plans to accelerate the development of its technology (currently in stealth) and expand its product offerings.

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The startup is also exploring new partnerships in the wellness space and aims to bring personalised wellness to more people worldwide.

Founded by Cedric Lee and Choo Ee Ting, ConnectingDNA has developed a flagship platform that serves as a "digital bridge" between an individual's nature (genetics) and nurture (lifestyle choices), delivering bespoke recommendations based on each user's unique biology.

At the core of its mission is the "genetic multiplier" concept, which emphasises that human beings' genetic predispositions— disease risks or innate talents—are not fixed. Instead, they serve as multipliers that can be influenced and improved by our daily actions and life choices.

ConnectingDNA's platform allows users to harness these insights safely and privately, empowering them to take control of their health and extend their health span and lifespan.

"Health isn't one-size-fits-all, and neither should wellness advice be", said Cedric Lee, CEO and co-founder of ConnectingDNA. "With this investment, we are one step closer to helping people achieve better health outcomes faster, safer, and easier by using the insights from their own DNA to make informed lifestyle choices."



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