

**Title:** Consumer Directed Biotechnology Solutions

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**Abstract**

A non-scientist, father, high school graduate, mastered the necessary fields of science, biotechnology, and genetic technology to produce a series of transformational life science enterprises on behalf of his two children; leading to a remarkable example of organizational innovation advancing the concept of tempered-urgency of patient focused solutions. The example of an individual seeking a cure; has shattered conventional models of science, intellectual property, clinical research, product development, and the business of biotechnology. Illustrating the power and consequence of molecular diagnostics to reframe both rare and common disease translates to the opportunity of industrialization of a disruptive social consumer movement in the era of genomic health care. Rationally synthesizing novel technologies, integration methods, social networking, genomic science, federal and venture capital funding, translational research, applied biomarkers, regulatory and policy activities permit new levels of efficiency; allowing the orchestration of multiply philanthropic enterprises and a breakthrough clinical genomics company focused on patient directed solutions.