

23andMe battles for survival: DNA testing in jeopardy.

Description

Getty Images The 23andMe logo at the company headquarters in California
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Three years ago, DNA-testing company 23andMe was extremely successful, with a share price even higher than Apple's.

However, things have changed drastically since then. Its share price has dropped significantly, and it almost got removed from the stock market.

Moreover, the company, which holds very sensitive customer data, is now struggling to survive.

Despite facing challenges, 23andMe assures that it is dedicated to safeguarding customer information and privacy.

So, how did a once-thriving tech company end up fighting for survival?

DNA gold rush

In the past, 23andMe had famous clients like Snoop Dogg and Oprah Winfrey, and users received life-changing genetic information.

However, in a few years, the company's value plummeted, signaling significant problems.

Expert opinions point to a lack of a sustainable business model and delays in turning DNA data into profitable drug research as key issues.

These challenges have raised doubts about whether 23andMe can endure in the long run.

Getty Images Co-founder Anne Wojcicki with then husband Sergei Brin at a 23andMe 'Spit party' in New York
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Co-founder Anne Wojcicki with then husband Sergei Brin at a 23andMe 'Spit party' in New York

The company's leadership turmoil and uncertainties about its future have added to the company's woes.

Rumors suggest that 23andMe may shut down or be sold, although the firm denies this possibility.

These uncertain times have prompted concerns among competitors and regulators.

What happens to the DNA?



Aside from financial struggles, the company's uncertain future raises serious privacy concerns.

Experts worry about the sensitive nature of genetic data and its potential misuse.

While 23andMe reassures customers about data protection, some remain cautious about the security of their information.

In conclusion, safeguarding personal data is crucial in today's digital age, especially with companies that handle highly sensitive information like DNA.

Vocabulary List:

1. **Sensitive** /'sensitiv/ (adjective): Easily affected or hurt; requiring careful handling.
2. **Safeguarding** /'seɪfgɑːrdɪŋ/ (verb): Protecting something from harm or damage.
3. **Turmoil** /'tɜːrmɔɪl/ (noun): A state of great disturbance or confusion.
4. **Struggling** /'strʌgəlɪŋ/ (verb): Experiencing difficulty in achieving a desired outcome.
5. **Plummeted** /'plʌmɪtɪd/ (verb): Fell or dropped straight down at high speed; decreased suddenly.
6. **Uncertainties** /ʌn'sɜːrtəntɪz/ (noun): Situations in which something is not known or definite.

Comprehension Questions

Multiple Choice

1. When was 23andMe extremely successful?

- Option: Three years ago
- Option: Five years ago
- Option: Ten years ago
- Option: At its inception

2. What contributed to the drop in 23andMe's share price?

- Option: Lack of famous clients
- Option: Turmoil in leadership
- Option: Sustainable business model
- Option: Profitable drug research

3. Which company almost got removed from the stock market?



- Option: 23andMe
- Option: Apple
- Option: Snoop Dogg
- Option: Oprah Winfrey

4. Who holds very sensitive customer data?

- Option: 23andMe
- Option: Apple
- Option: Snoop Dogg
- Option: Oprah Winfrey

5. What raised doubts about 23andMe's sustainability?

- Option: Lack of competitors
- Option: Profitable drug research
- Option: Turmoil in leadership
- Option: Famous clients

6. What is a key concern for experts regarding 23andMe?

- Option: Data protection
- Option: Profitable drug research
- Option: Famous clients
- Option: Turmoil in leadership

True-False

- 7. 23andMe has always been struggling financially.
- 8. Rumors suggest that 23andMe might be sold or shut down.
- 9. Customers have no concerns about the security of their information with 23andMe.
- 10. It is crucial to safeguard personal data with companies like 23andMe.
- 11. 23andMe denies the possibility of being sold or shut down.
- 12. Competitors are not concerned about the uncertain future of 23andMe.



Gap-Fill

13. The co-founder Anne Wojcicki was mentioned attending a 23andMe 'Spit party' with her then husband _____.
14. The company's value plummeted due to a lack of a sustainable business model and delays in turning DNA data into profitable drug research.
15. One of the worries experts have about 23andMe is the potential misuse of _____ data.
16. Safeguarding personal data is especially crucial in today's digital age, particularly with companies that handle highly sensitive information like _____.
17. 23andMe has been struggling with leadership turmoil and uncertainties about its _____.
18. The uncertain times at 23andMe have raised concerns among _____ and regulators.

Answer

Multiple Choice: 1. Three years ago 2. Sustainable business model 3. 23andMe 5. Profitable drug research
6. Data protection

True-False: 7. False 8. True 9. False 10. True 11. True 12. False 14. False

Gap-Fill: 13. Sergei Brin 15. genetic 16. DNA 17. future 18. competitors

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. Which term describes someone who is easily affected by external influences?
- Option: A) Sensitive
Option: B) Safeguarding
Option: C) Struggling



Option: D) Turmoil

2. Which term means to fall or drop straight down quickly?

- Option: A) Plummeted
- Option: B) Uncertainties
- Option: C) Reactors
- Option: D) Saga

3. Which term means to express complete disapproval of something?

- Option: A) Condemned
- Option: B) Enrich
- Option: C) Development
- Option: D) Principles

4. Which term describes ignoring or paying insufficient attention to something?

- Option: A) Neglecting
- Option: B) Groundbreaking
- Option: C) Trademark
- Option: D) Struggling

5. Which term refers to the possible effects or consequences of an action or event?

- Option: A) Implications
- Option: B) Tragic
- Option: C) Skeletal
- Option: D) Scatterings

6. Which term denotes a serious disagreement or argument typically a protracted one?

- Option: A) Conflict
- Option: B) Development
- Option: C) Transparent
- Option: D) Neglecting

7. Which term describes something complex and advanced?

- Option: A) Sophisticated
- Option: B) Manipulative
- Option: C) Saga
- Option: D) Tragedy

8. What is a radioactive isotope of carbon known as?



- Option: A) Scatterings
- Option: B) Radiocarbon
- Option: C) Opaque
- Option: D) Transmission

9. Which term means to improve or enhance the quality or value of something?

- Option: A) Devastating
- Option: B) Enrich
- Option: C) Bend
- Option: D) Tragedy

10. Which term refers to the process of growth or advancement?

- Option: A) Saga
- Option: B) Development
- Option: C) Skeletal
- Option: D) Turmoil

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. _____ measures are essential to protect vulnerable individuals from harm.
12. When light passes through an _____ material the photons disperse in random directions.
13. An _____ object does not allow light to pass through it.
14. The process of sending data from one location to another is known as _____.
15. Light rays undergo _____ when passing from one medium to another.
16. Nuclear _____ are used to control nuclear fission reactions.
17. The loss of innocent lives in the accident was a _____ event.
18. His actions were seen as _____ by the community.
19. The family _____ spanned over several generations.
20. Historians study the _____ of civilizations to understand their development.



Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The company was to stay afloat during the economic downturn.
22. After the scandal broke the CEO's reputation overnight.
23. The future of the project is surrounded by due to budget cuts.
24. are elementary particles that constitute light.
25. are utilized in nuclear power plants to generate electricity.
26. The unexpected loss of a loved one is a profound .
27. The framework of the building had to be reinforced for safety.
28. The new technological innovation was considered in the industry.
29. Reading diverse literature can one's understanding of different cultures.
30. One should adhere to ethical even in challenging situations.

Answer

Multiple Choice: 1. A) Sensitive 2. A) Plummeted 3. A) Condemned 4. A) Neglecting 5. A) Implications 6. A) Conflict 7. A) Sophisticated 8. B) Radiocarbon 9. B) Enrich 10. B) Development

Gap-Fill: 11. Safeguarding 12. Scattering 13. Opaque 14. Transmission 15. Bend 16. Reactors 17. Tragic 18. Reprehensible 19. Saga 20. Origins

Matching sentence: 1. Struggling 2. Plummeted 3. Uncertainties 4. Photons 5. Reactors 6. Tragedy 7. Skeletal 8. Groundbreaking 9. Enrich 10. Principles

CATEGORY

1. Sci/Tech - LEVEL3

Date Created

2024/11/04

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