

### Care for Celiac

#### Insight:

- 1 in 100 people are affected by celiac disease worldwide
- 1 in 10 related family members will also have celiac disease
- Celiacs carry 4 x the risk of developing small bowel cancer
- 50% of patients still report symptoms while on a gluten free diet

#### Problem:

- Significant patient, interpersonal, and familial burden in the short term
- Clinically poor prognosis in the long term
- Limited consolidated or updated educational resources outside of social media

#### Proposal:

- Develop a disease awareness campaign based on preventive screening for celiac disease
- Find a GF brand needing to increase market share: Enjoy Life, Schar, Jovial...
- Establish a brand partnership with 23 & Me
- *23 & Me have the capability to screen for higher risk of developing celiac*

<https://www.23andme.com/topics/health-predispositions/celiac-disease/>