

To: Elizabeth Holmes[eholmes@theranos.com]
Cc: Christian Holmes[cholmes@theranos.com]; Jeffrey Blickman[jblickman@theranos.com]; Daniel Young[dyoung@theranos.com]
From: Daniel Edlin
Sent: Fri 8/30/2013 4:27:51 AM
Importance: Normal
Subject: RE: Analyte Decay Graph for .COM - Feedback needed tonight
Received: Fri 8/30/2013 4:27:52 AM

Some suggestions instead of "Unrivaled Accuracy":

- Unrivaled Quality
- Precision

Would you suggest anything else?

Also, for the graph under discussion, should all of the text be included?

"Certain analytes decay rapidly in blood/serum, having half-lives of less than 12 hours. CRP for example has a half-life of 7 hours."

From: Elizabeth Holmes
Sent: Thursday, August 29, 2013 9:06 PM
To: Daniel Edlin
Cc: Christian Holmes; Jeffrey Blickman; Daniel Young
Subject: Re: Analyte Decay Graph for .COM - Feedback needed tonight

We should also include some of Daniels text on the graph.

On Aug 29, 2013, at 9:04 PM, "Elizabeth Holmes" <eholmes@theranos.com> wrote:

They Should not use the word unrivaled in accuracy as we've discussed many times.

In auto reflex testing we should add a line about because we can run the full range of assays from a single micro sample.

Finally our systems in the last paragraph should be replaced with our methods.

On Aug 29, 2013, at 9:01 PM, "Elizabeth Holmes" <eholmes@theranos.com> wrote:

Daniel: are you saying 2 hours from the time it becomes serum in the below graph

On Aug 29, 2013, at 5:34 PM, "Daniel Edlin" <dedlin@theranos.com> wrote:

Hi Elizabeth,

I've attached some options for a graph to illustrate the "Better Data From Fresher Samples" piece of .COM. Note that we would only include the graph itself and not the title/header of each slide. The website COMP is included as well.

Please let us know if you have any comments on this. We'll need to send feedback on this

to Chiat tonight in order for this to be included in the file hand-off scheduled for tomorrow.

Thanks,

Dan

<Analyte decay.ppt>

<_-V.3-Providers---Our-Lab-8up.jpg>