

## Roxanne is a Serial Entrepreneur!

- Her first app **Me a Go** sold online tickets for events
- Her current company is **Polygenics**
- And even now, she's already launched her third startup—**Ghut Check**



### IDEAS

Together with her husband, Roxanne started Polygenics, a DNA testing service that focuses on paternity tests. She and her husband formulated this idea in December 2015. After realizing a clear market need, they formed the company in December 2015 and have quickly built momentum over the past few months.

As business is picking up, Roxanne and her team have also come up with a task providing service called, Ghut Check. As an example, when a tourist renting a car is concerned whether the transaction is legitimate—with Ghut Check, they can hire someone for a small fee to confirm this.



### BUSINESS MODEL

**Polygenics:** The business model for Polygenics is to charge per DNA test. This allows for no expenses to be incurred without a client.

**Ghut Check:** This business will operate through nominal fees from both the buyer and the seller.



### TEAM

The Polygenics team consists of Roxanne and her husband. For Ghut Check, Roxanne is the programming and project management lead. She has two business partners, who cover the creative side and overall operations of the business – but as with many startups, there is considerable overlap between their roles. Roxanne loves starting new companies, and coming up with ideas to overcome challenges.



## ENTREPRENEUR INSIGHTS

Based on Roxanne's experience, she provided the following as insights for entrepreneurs:

1. Take more risks. Don't be afraid to make mistakes, don't be afraid to fail. Put yourself out there.
2. Don't be scared to talk to people about your ideas.
3. Learn from your mistakes and how to improve. Don't be afraid to ask questions and ask for help.



## BIGGEST CHALLENGES

Roxanne's biggest challenges for Polygenics have been related to complying with regulation, taxes, and financing standards. They've also tried a number of different marketing initiatives. So far, Facebook ads have been the most effective, although they are expensive.

With Ghut Check, their biggest challenges are determining how to build the prototype, at what stage to get financing, and how to deal with a difficult investment environment in the Caribbean.



## BUSINESS FACTS



Ghut Check is still in its early stages, but they hope to launch in early 2017.

Polygenics now has sixty clients with approximately 2000 likes on Facebook.



## WORKING WITH infoDev

Roxanne went to a mobile training camp sponsored by infoDev in 2012 where she was exposed to mobile programming and mobile apps. At the end of the camp, she came up with the idea for an event ticketing app for the Caribbean. She used this app for a number of different events, including the Digital Jam competition which was also sponsored by the World Bank. Her idea was well ranked in both of these events, and resulted in great exposure and connections along with some pitching experience.

Through a number of different competitions and events, Roxanne has been able to travel to Chile, Washington DC, and South Korea to participate in startup competitions and learned about investors, product design, and operations. In 2014 she decided not to go forward with launching that business and has pivoted to work on Polygenics and Ghut Check.



**Don't give up.  
Don't stop.**



## NEXT STEPS

For Polygenics, Roxanne's focus is on marketing; they are looking to expand island-wide in Jamaica and potentially other Caribbean islands, since they are only in specific areas at the moment.

The next steps for Ghut Check are to launch their prototype and seek investor financing.