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# #startupoftheday 164- Centenarian Lifescience (Decode Age)

29 June 2022 | Features

**Making 100 years of life a reality with BioTech based products & services**

**Inception**- 2021

**Location**- Surat & Bengaluru

**Domain**- Therapeutics

**Founders**- Darshit Patel, Parth Amin and Rakesh Somani

**Total team strength**- 15

**Total funds raised**- Bootstrapped in 2022

**Investors**- NA

**Revenue generated since inception**- Rs 60 lakh (7 months in operation)

**Key highlights**-

- Launching of first range of products and achieving 1:10 ratio on advertisement to revenue has been one of the best achievements
- Carrying out R&D and building revolutionary Microbiome test purely based on the revenues generated from existing products
- Successfully establishing relationship with functional medicine doctors throughout India
- Plans to raise funds
- To educate the masses about longevity, to address the missing link - chronological age versus biological, to address that ageing can be slowed down NATURALLY.
- To open a tech-fast, data driven platform and lab to launch and roll out the first of its kind - the gut micro biome test.
- To take the products to market more aggressively and to be recognized as a leading health supplement product

**Founder speaks**-

"*Lack of awareness and category creation had been the biggest challenge in this industry in India. Introduction of products that needs a lot of education was overcome using educational campaigns, doctor's meets, and webinars.*"

**- Darshit Patel, Chief Scientific Officer, Decode Age**