

THE BIOMARKER OPERATING SYSTEM

Same vault. *Different rooms.*

Proto is the biomarker operating system — an encrypted vault loop that turns bloodwork and wearable data into a daily protocol and a verified credential that routes you to specific actions. Six live verticals in production: dining, supper clubs, cocktails, cannabis terpenes, and fragrance.

6 LIVE VERTICAL APPLICATIONS	67+ PARTNER SKUS ON PROTO CARD	160 CLINIC INGESTION PIPELINE	2 PATENTS PENDING
\$2.4M RAISED ON NET (FOUNDER)	40 COUNTRIES SHIPPED TO	8,500+ CREATIVE NETWORK (AVBL)	13 SIGNALS READ PER PANEL

THE PORTFOLIO

Six verticals, one operating system.

01 • Dinner V0.1 FIELD BETA Proto • Dinner Biomarker-aware restaurant intelligence. Anchored on Oro by Nixta. MINNEAPOLIS, MN	02 • Wizard LIVE Proto • Wizard 12 feelings × 18 terpenes. Cannabinoid + supplement + breathwork. AI Readiness Scanner for dispensaries. MADISON • MINNEAPOLIS
03 • Porzana FIELD DISPATCH V0.2 Porzana Daniel del Prado's Argentine wood-fire. Menu mapped to inflammation, ferritin, recovery. NORTH LOOP, MPLS	04 • Robin Room FIELD STUDY 001 Robin Room 27-page cocktail menu, OCR'd. Every drink scored on build, glass, ABV, sugar grams, and time-of-evening. MADISON, WI
05 • Tornado FIELD DISPATCH NO. 04 Tornado Supper club, after ten. Late-night Lounge menu read against four biomarker levers. MADISON • EST. 1996	06 • Le Labo CLASSIC + BESPOKE Le Labo × Proto 20 signatures ranked by biomarkers. Or build your own from 24 raw materials. NOLITA, NYC

FOUNDER

Ryan Hooks.

Founder of Proto (Huxley Technologies Inc., Delaware C-Corp). Madison, WI. Builds at the intersection of biology, design, and AI.

Previous ventures include **Plant Vision** (€2M Dutch Top Sector grant; demo'd to Premier Li Keqiang and PM Mark Rutte), **Rype** (thermal AI; US patent #63/226,016), and **TypeLabs** (brand strategy).

Brand and product work for **Google, Microsoft, VEVO, UNICEF, Tiffany & Co., Adidas, Coldplay/Hype Williams, Johnnie Walker, and Target**.

Publishes his own live biomarker panel at ryanhooks.net.

- 2 patents pending
- \$2.4M raised on net across ventures
- Shipped in 40 countries
- 8,500+ Avbl creative network
- Keynote: TOA Berlin, WEF Davos, NVIDIA GTC Europe, ESA MELiSSA, United Nations, Japanese Ministry of Agriculture
- BFA Motion Graphics, SCAD • StartLife founder cohort, Wageningen UR

PULL QUOTES

"Function Health is a lab. Proto is the operating system on top of it."

— RYAN HOOKS, FOUNDER

"Your bloodwork should do something. Proto makes it."

— RYAN HOOKS, FOUNDER

"The next great consumer health company isn't vertical. It's the substrate every vertical reuses."

— RYAN HOOKS, FOUNDER

"Same vault. Same agent. Different rooms."

PROTO COMPANY LINE

PRIOR COVERAGE

Press history.

OUTLET	SUBJECT	YEAR
Forbes	Founder profile • agtech	2019
Fast Company	Plant Vision • AR phenotyping	2019
Wall Street Journal	Vertical farming + AI	2020
Business Insider	Founder profile	2019

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