

Dear colleagues!

I and my colleague have an offer for CRISPR developers and researchers. The thing we offer may give a huge marketing advantage for any CRISPR product developer, but only for one of them.

Let me introduce myself. My name is Stan, I am an investor with multiple Internet related assets.

All of us have already understood that the word "CRISPR", same as the technology itself, is becoming widely known and may soon become a thousand times more popular, following the results of the latest researches and after finishing the future R&D projects. It's not me, but you, who knows it better.

So I will go straight to the point. Almost two years ago I have started to collect CRISPR-related Internet domain names, and now I have a huge collection of them (and perhaps, the best one). It includes extremely good domains for CRISPR-related products and services of the future.

As I am absolutely sure about your knowledge of CRISPR scientific aspects, development and perspectives, though, let me describe why good domains may be so important for increasing sales.

As CRISPR has already [been nominated](#) as the word of the year, there is no doubt that the word will be used as a great brand (although it's not a brand name but a public name of technology). Furthermore, according to Paul Knoepfler, a biologist at the University of California, he and his colleagues ["routinely say 'Crispr'ing' when we talk about changing specific genes"](#). The same article also says that acronym CRISPR was specially chosen to be well-sounding and attractive. And some people already call CRISPR ["the most important invention since the Internet"](#).

Thus, no doubt that some time later the words "crispr", "crispring..." and etc. will be used for most of gene-editing occasions. At the same time, the word "CRISPR" will be often used as a part of a CRISPR-related products and service names.

These factors would undoubtedly lead to strong competition between thousands of CRISPR researchers (not only in the medical field), CRISPR-products sellers, gene-editing service distributors and many of the others. They would compete for the most effective usage of "CRISPR" as a common brand name.

On this basis, the holder of strong CRISPR domain names will certainly have a huge marketing advantage in many ways.

First and very obvious: ["having a strong domain name is an important factor in how consumers choose which websites to visit"](#). This rule will work in the Internet forever.

The most trusted domains for every user are those that contain a short and an exact match of the keywords. The shortest domains with pure key words are greatly most trusted. Not less important that the domain name must be situated in the main zone of .com or in the national zone of the user, for example .kr for Korea Republic, or .fr for France. ["People in some countries \(such as France\) seem to be pretty country-biased and really willing to browse and make purchases on sites that have .fr in the end of the domain."](#) Plus, it's some kind of guarantee that the site uses French as the main site language. So, it's a matter of convenience as well.

By viewing such domain in URL, search results, advertisements or even on a business card the client will be more confident in your company, the products you sell and the services you offer. It is especially important when we talk about such modern and "fantastic" case as CRISPR technology.

But that is not all the reasons.

[“It would seem evident that the domain name is a significant factor in achieving a top 20 ranking on all 3 major search engines...”](#). It means that the search engines also as the clients trust much more to the domain names with direct entry of the keywords in the zone of .com or the [Country Specific Domain](#) zone (.kr, .in, .fr ect.)

With your company or service website both trusted by search engines and clients (whose behavior is either [very important for search engines](#)) your site will certainly be higher in the search engines positions. This leads inevitably to the growth of customer flow, to the growth of sales and gives a great advantage over all competitors.

And now I will make some simple calculations.

Millions of people in the world with hereditary diseases may be cured using CRISPR tool, and it is only one direction of technology application.

Let's just think about 5 year perspective when a large biotech company offers CRISPR-related products and services in Korea Republic with 100 million dollars of revenue and has several competitors.

If the company begins to use the domain <http://crispr.kr> it will boost the company's website trust and positions in search engines.

Even if the effect leads only to 2% growth of customer flow, the company will additionally earn about 2 million \$ revenue in one year. But usually the best domain names boost customer flow for tens or even hundred percent, especially if the field of service or product is highly competitive.

Also, if the company works in many countries (as all Big Pharma companies do), the usage of strong national domain names will increase revenue in each of them.

Our example calculations are quite understated. The CRISPR technology perspectives are so bright that it would be widely used in most of the countries. The product sales will be surely counted in billions every year. And the competition will be very hard. Look the file “Personal forecasts and Google SE statistics for CRISPR” to see more statistics.

The assets I offer can be granted only to the one, it's the main idea. We have made a hard work during these two years, trying to collect most of the best CRISPR-related domain names. Even if your company won't use all of them, you can block this possibility to your competitors.

Here are the main domain names of our collection. National domains:

crispr.fr (France),

crispr.in (India),

crispr.kr (Republic of Korea),

crispr.it (Italy),

crispr.es (Spain),

crispr.co.il (Israel top commercial domain),

crispr.co.za (South Africa top commercial domain),
crispr.gr (Greece),
crispr.ch (Switzerland),
crispr.ru (Russia),
crispr.ae (United Arab Emirates),
crispr.hk (Hong Kong), crispr.kz (Kazakhstan), crispr.qa (Qatar).

International domains:

crisprtool.com, crisprcure.com, crisprmedicine.com, crisprsystem.com, crisprmethod.com, crispred.com.

Additional CRISPR domains:

crispr.biz, crispr-therapy.com, crisprtherapy.org, crisprprocedure.com, crispr.world, crispr.asia

There are also dozens of domains, that were bought to hold the names, although they may not be very useful if you have the list above.

For example crispr.co.in, crispr.co.kr, crispr-technology.com, etc.

There are also several domains of a common gene-editing subject, such as cutdna.com, dnacut.com, fixgenome.com etc.

And here are several words about us.

I am not a professional domain hunter. Though, I am IT-professional and biotech investor. So I can adequately realize the benefits from my assets for CRISPR development companies.

I am ready for constructive discussion. We are not going to ask extremely lot of money (not at all), though the prices of domains [may be high enough](#), especially for such a monopoly package in such a perspective technology.

You may not be afraid of scum, I am a regular businessman and investor, and I am ready to make the agreement and the deal at your office in most of the countries. Your company may get the domains first.

We have already got several requests from domain traders, but we rejected. The whole collection was made to be transferred safe and full to a CRISPR-developing company. Besides, during these years I was really excited with CRISPR technology and its perspectives. In this regard, we are ready to receive a part of the payment in the shares of the company to which the domains will be sold. We may go on and try to win with CRISPR together. It is really once in a lifetime chance for any company.

Please, transfer this proposal to your company Information Technology Department or to the executive management. Let me know, if you are interested in discussing.

Best regards, Stan.

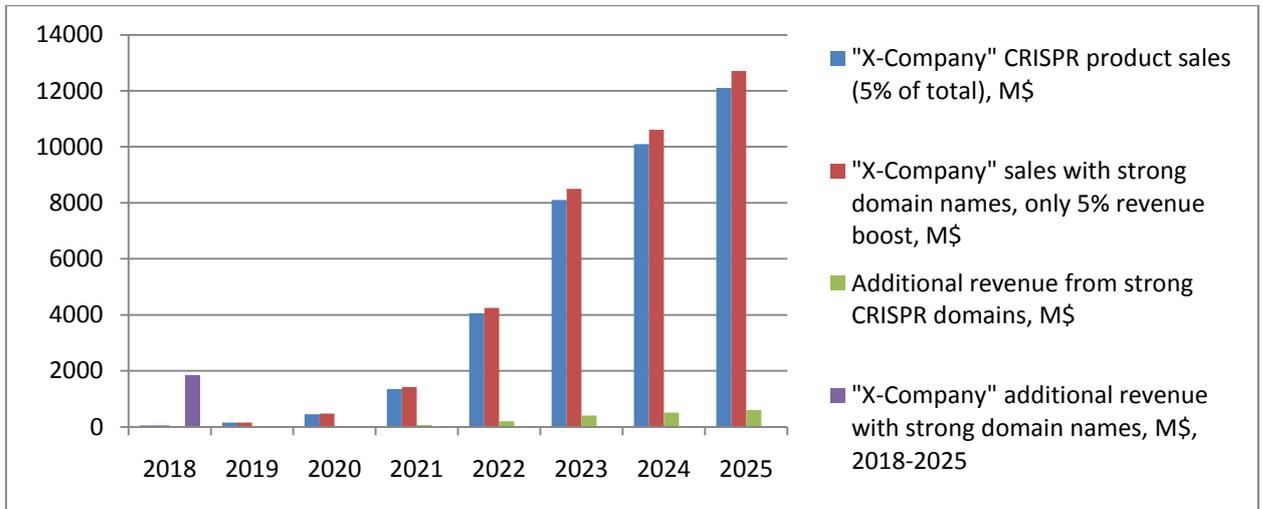
18/01/2016

crisprinfo@gmail.com

Call and meeting are available by request.

Additional Information

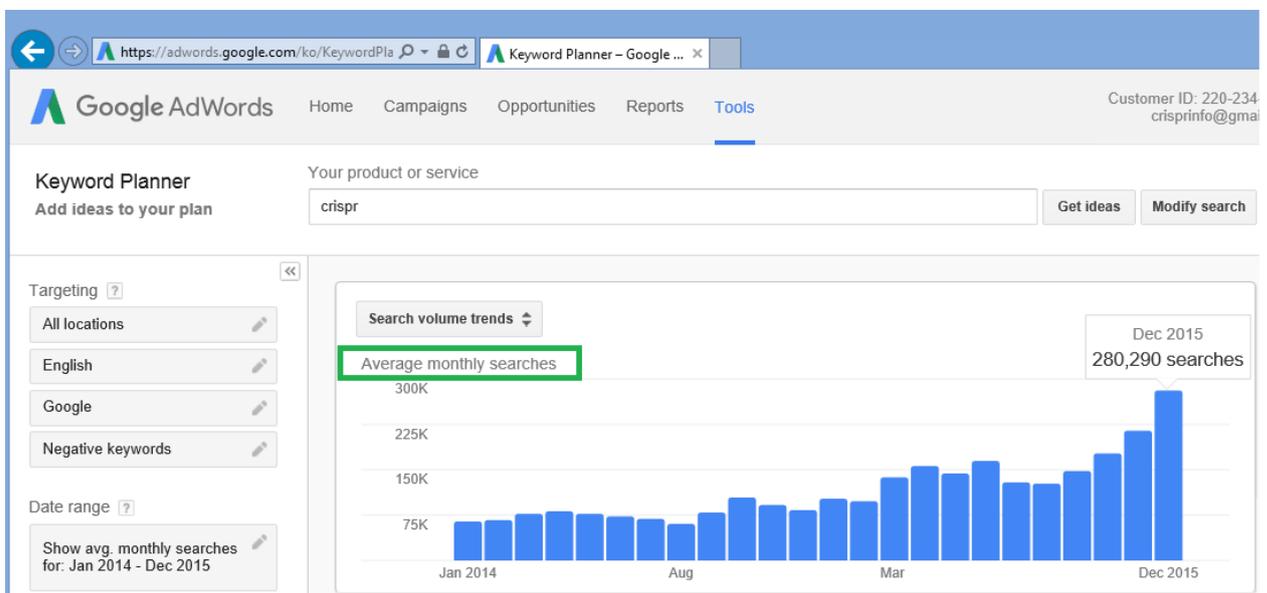
Look the file “Personal forecasts and Google SE statistics for CRISPR” to see approximate calculations of additional revenue while the company uses strong domain names.



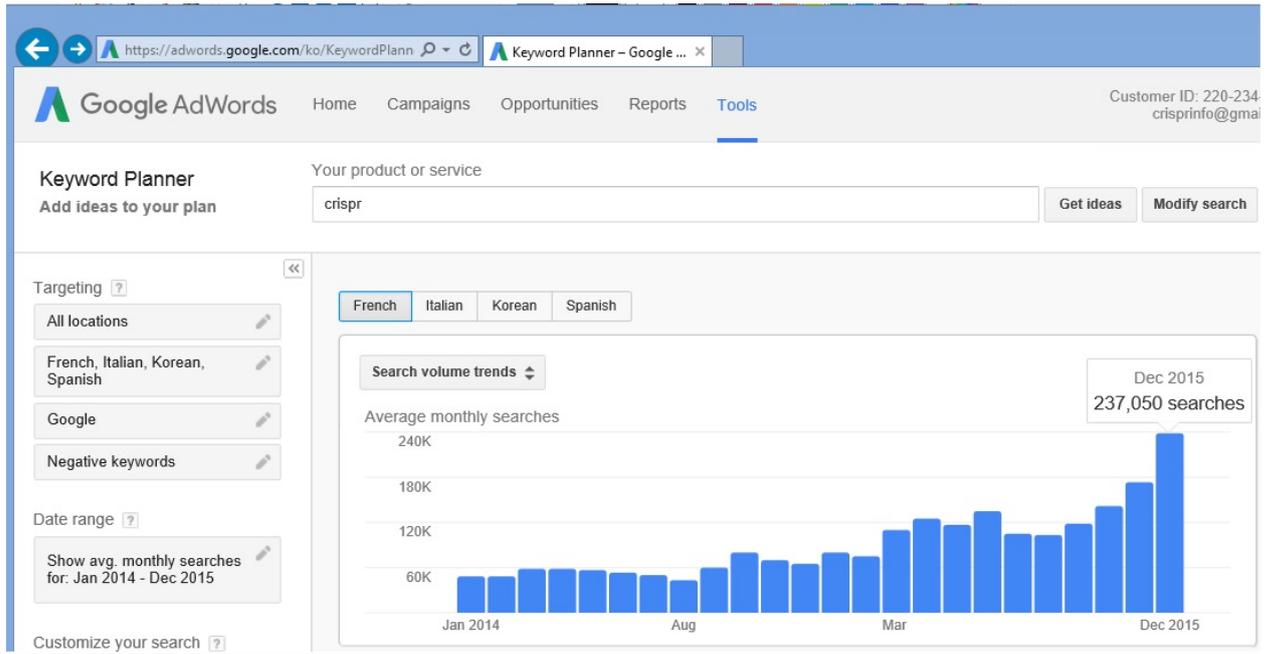
Own forecast based on intuitive data analysis. Neutral case.

Actual Google search engine statistics of "CRISPR" word inquiries (average monthly searches) divided by national language of users. (<https://adwords.google.com/>)

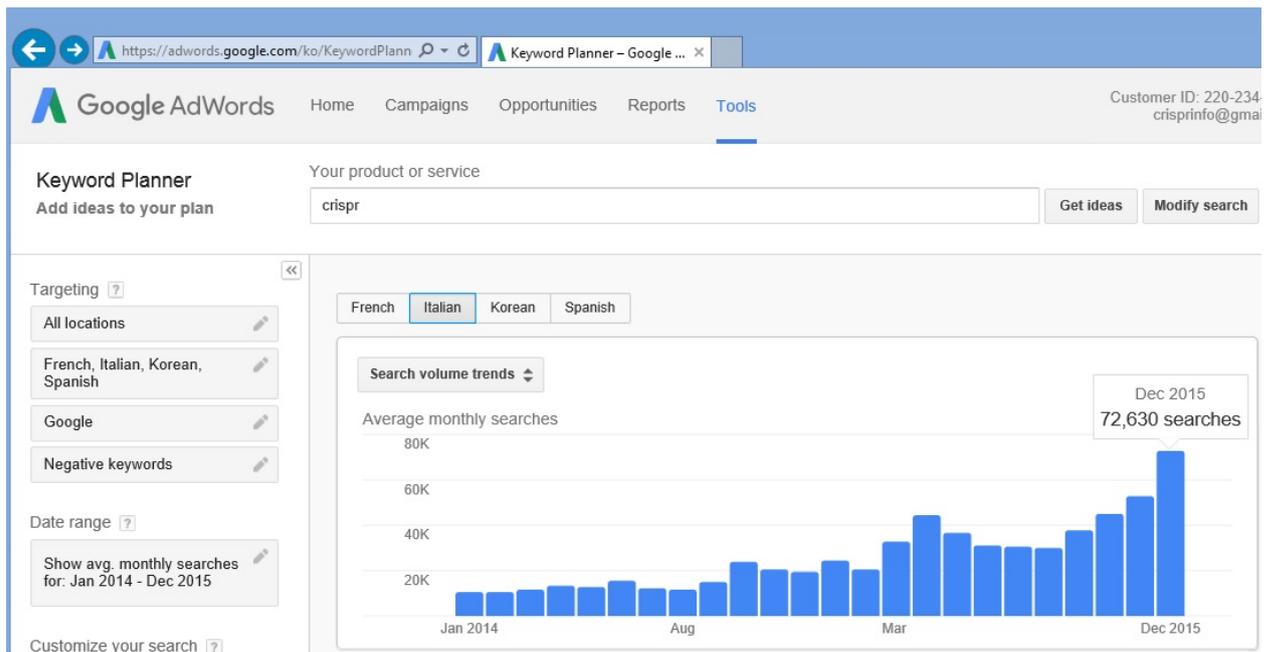
English



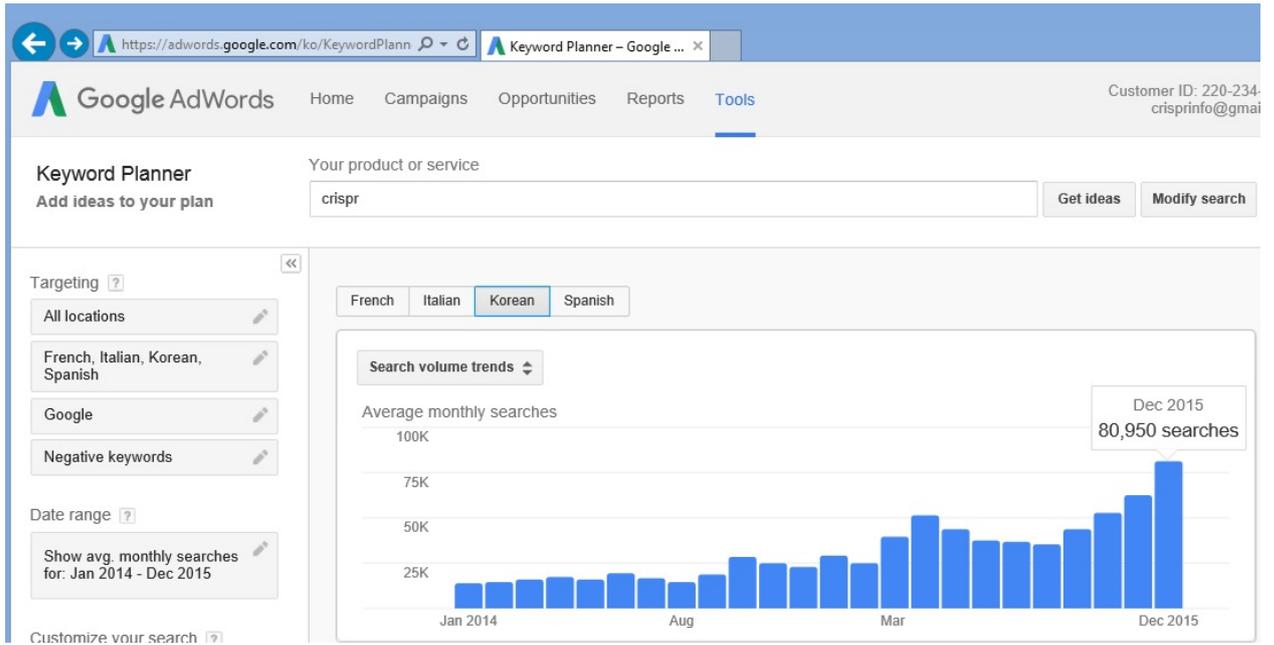
French



Italian



Korean



Spanish

