



DESIGNED TO SCALE: GENOTYPE HEALTH'S AUTOMATION ENGINE BUILT BY SMEC AI

Business Snapshot

Genotype Health is a healthcare startup addressing critical gaps in clinical-quality genetic testing and counselling across Australia, Indonesia, and Thailand. Their innovative model combines at-home sample collection with preventative screening, diagnostic testing, and private genetic counselling services designed for scalable, precision healthcare delivery.

The Strategic Challenge

Rather than waiting for operational inefficiencies to appear, Founder **Mimi Zilliacus** made a deliberate decision to design Genotype Health for automation from the outset. Having previously experienced the difficulty of retrofitting digital systems into growing organisations, she wanted scalable infrastructure built into the company's DNA from day one.



SMEC AI Approach

- Mapped and clarified core workflows across the business
- Identified high-leverage AI automation opportunities
- Provided structured technical advisory documentation
- Defined scope, effort, and feasibility clearly
- Built a tailored AI prototype aligned to strategic goals



Seamless Implementation

- Took full ownership of the agreed scope of work
- Delivered a fully functioning prototype
- Required no additional project management from the founder
- Exceeded initial expectations
- Removed operational burden during a critical early growth phase



Impact & Advantage

- Development of a unique AI-enabled capability not currently available in the Australian market
- Creation of a scalable infrastructure foundation before launch
- Clear competitive differentiation within a regulated healthcare sector
- Positioning for growth beyond traditional sector constraints

Founder Perspective

"It's absolutely critical to automate as much as possible and to think about it in the business design from the very start."

— **Mimi Zilliacus**
CEO & Founder



SCAN TO ACCESS FREE AI SUPPORT

This automation is ideal for startups and founders building in regulated environments, who need to scale client engagement while maintaining precision, compliance, and quality from day one.