MyHeritage is the leading global discovery platform for exploring family history, uncovering ethnic origins, finding new relatives, and gaining valuable health insights. As the world’s only integrated service that combines family history and DNA testing for genealogy and health, MyHeritage is uniquely positioned to offer users a meaningful discovery experience that unites their past, present, and future.

www.myheritage.com

Web
Personal family sites with family trees, photo storage and tagging, Pedigree View, and advanced genealogy features including Global Names Translation and Consistency Checker

Mobile
Free mobile app that syncs with the user’s online tree and offers unique features including a Photo & Document Scanner and a Barcode Scanner for activating DNA kits

DNA tests
Simple cheek swab (no blood or spit). Results are ready in 3–4 weeks and include a percentage breakdown of ethnic origins, matching to relatives through shared DNA, and 27 personalized health reports estimating genetic risk and carrier status.

TECHNOLOGIES

Smart Matching™:
Automatic matches between people in different family trees reveal new information

Record Matching:
Automatic matches between people and historical records

Instant Discoveries™:
Adds a whole new branch to a family tree in one click

SuperSearch™:
Search engine for historical records and documents

Ethnicity Estimate:
A breakdown of what percentages of your DNA are estimated to originate from each of our 42 supported ethnicities — more than any other service

Chromosome Browser:
A graphical representation of your chromosomes that allows you to map shared DNA segments that you and up to 7 DNA Matches have in common

DNA Matching:
A list of people who are likely to be your relatives, based on shared DNA that you might have inherited from common ancestors
PRO BONO PROJECTS

Restitution of looted assets:
Returning heirlooms from WWII to their rightful owners

Tribal Quest:
Documenting family histories and cultures of remote tribes

DNA Quest:
Reuniting adoptees with their biological families

EXECUTIVE LEADERSHIP TEAM

Gilad Japhet  Founder and CEO
Dr. Yaniv Erlich  Chief Science officer
Smadar Levi  Chief Financial Officer
Aviram Levi  Chief Marketing Officer
Russ Wilding  Chief Content Officer
Elad Avrahami  Chief Information Security Officer
Sagi Bashari  Chief Technology Officer

Investors: Bessemer Venture Partners · Index Ventures · Accel Partners
Funds raised: $49 million
Offices: Tel Aviv, Israel · Or Yehuda, Israel · Lehi, Utah · Burbank, California · Toronto, Canada · Kiev, Ukraine · Lviv, Ukraine

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