



## **Geneoscopy Sibling Co-founders Named Finalists for EY Entrepreneur Of The Year 2025 Heartland Award**

*Entrepreneur Of The Year celebrates ambitious entrepreneurs who are shaping the future*

**ST. LOUIS, Mo.—April 29, 2025—**Geneoscopy, Inc., a life sciences company focused on developing diagnostic tests for the advancement of gastrointestinal health, today announced that co-founders Andrew Barnell, MBA, and Erica Barnell, M.D., Ph.D., have been named finalists for the Ernst & Young (EY) Entrepreneur Of The Year® 2025 Heartland Award.

Entrepreneur Of The Year is one of the preeminent competitive business awards recognizing leaders of high-growth companies that are creating a better future through innovation, purpose, and transformative impact. This recognition places Geneoscopy's co-founders alongside entrepreneurs and leaders in the Heartland region, which includes Minnesota, Kansas, Missouri, Iowa, Nebraska, North Dakota, and South Dakota.

"Being named a finalist is a testament to the hard work of Geneoscopy's entire team," said Andrew Barnell, CEO of Geneoscopy. "Erica and I have always focused on building a strong business foundation—scaling our operations, hiring the right people to advance our mission and technology, establishing key partnerships, and setting the stage for long-term growth. We're honored to be recognized by EY among such an inspiring group of entrepreneurs."

Erica and Andrew's leadership and vision have been instrumental in Geneoscopy's growth and advancement of non-invasive diagnostics for gastrointestinal health. Through the development of its novel platform for isolating human RNA from stool samples, Geneoscopy has developed FDA-approved ColoSense®, a highly effective screening solution for colorectal cancer. The company is also expanding its diagnostic pipeline to address critical unmet needs in inflammatory bowel disease.

"Building Geneoscopy with my brother has been an incredible journey," said Erica Barnell, M.D., Ph.D., Chief Science and Medical Officer of Geneoscopy. "From early research efforts to developing a clinically validated technology, it has been deeply rewarding to see our vision translate into real-world impact for patients."

Regional award winners will be announced on Thursday, June 19, during a special celebration in Minneapolis. Finalists become lifetime members of an esteemed community of Entrepreneur Of The Year alumni from around the world. The winners will then be considered by the National judges for the Entrepreneur Of The Year National Awards, which will be presented in November at the annual Strategic Growth Forum®, one of the nation's most prestigious gatherings of high-growth, market-leading companies.

### **About Geneoscopy, Inc.**

Geneoscopy, Inc. is a life sciences company focused on developing diagnostic tests for gastrointestinal health. Leveraging its proprietary, patented stool-derived eukaryotic RNA (seRNA) biomarker platform, Geneoscopy's mission is to empower patients and providers to transform gastrointestinal health

through innovative diagnostics. The company's FDA-approved ColoSense test uses a proprietary RNA-based platform to screen for colorectal cancer and advanced adenomas for average-risk individuals over the age of 45. In partnership with leading universities and biopharmaceutical companies, Geneoscopy is also developing diagnostic tests for treatment selection and therapy monitoring in other areas of gastrointestinal health. For more information, visit [www.geneoscopy.com](http://www.geneoscopy.com) and follow the company on [LinkedIn](#).

### **Sponsors**

Founded and produced by Ernst & Young LLP, the Entrepreneur Of The Year Awards include presenting sponsors PNC Bank, Cresa, LLC, Marsh USA and SAP. In the Heartland, sponsors also include Twin Cities Business, Padilla and Brillact.

### **About Entrepreneur Of The Year**

Founded in 1986, Entrepreneur Of The Year has celebrated more than 11,000 ambitious visionaries who are leading successful, dynamic businesses in the US, and it has since expanded to nearly 60 countries globally.

The US program consists of 17 regional programs whose panels of independent judges select the regional award winners every June. Those winners compete for national recognition at the Strategic Growth Forum® in November where National finalists and award winners are announced. The overall National winner represents the US at the EY World Entrepreneur Of The Year™ competition. Visit [ey.com/us/eoy](http://ey.com/us/eoy).

### **About EY**

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### **Media**

Andrea Sampson  
Sampson Public Relations Group  
[asampson@sampsonprgroup.com](mailto:asampson@sampsonprgroup.com)