

# msing

with Trauma



Learn to sing with your Trauma!

# OUR TEAM

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**SHIFT.MS**

MS Association

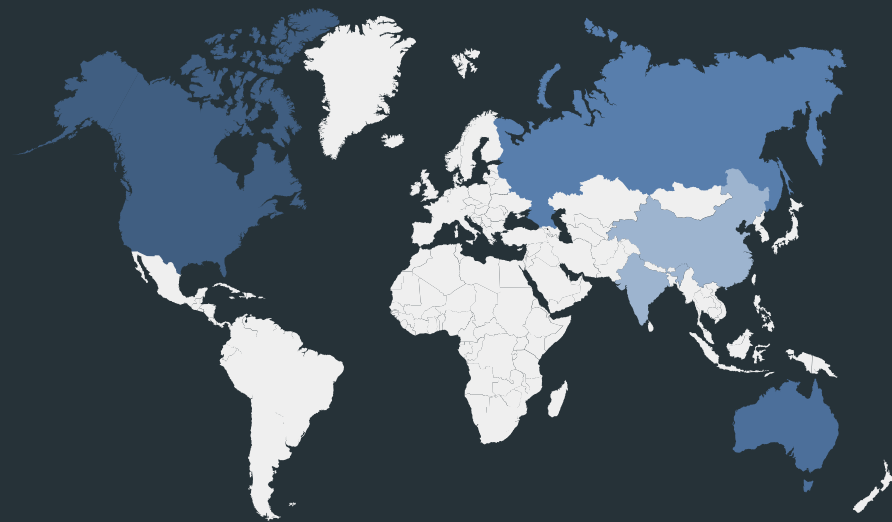
**APAN RO**

National Association for  
Neurodegenerative Disease

**CINTETIC**

Research laboratory partner

# GLOBAL MS PRESENCE



3,500,000 patients prognosis by 2024

# WHAT DRIVES US?

We are driven by the possibilities and they are endless, as MSing with trauma has the potential to:



## **INNOVATE**

Being built on an experimental research proposal that wants to explore common areas of Neuroscience, Psychology and Music, MSing with Trauma can possibly provide new treatment options for Multiple Sclerosis.

## **REVOLUTIONIZE**

MSing with trauma will revolutionize the e-health market bringing a completely new approach on MS treatment.

## **OVERCOME**

MSing with Trauma's ultimate goal is to prove that between music and brain plasticity, trauma and pain can be overcome.

# WHAT IT IS AND HOW IT WORKS?

## WHAT IT IS?

Msing with Trauma is a mobile app that through the newest discoveries in music therapy and brain plasticity, helps MS patients achieve resilience in face of the disease and introduces a new KPI for the doctors – **patient well-being**.

## HOW IT WORKS?

The basic function of the application is that it translates the MRI scan imagistic structure by identifying the affected areas of the brain and renders a unique composition that helps rewire the neural pathways to avoid these areas. All this is made possible through a property of the brain – **neural plasticity**.



# BUSINESS MODEL



## FREEBIUM MODEL

- The alfa phase of the product will have applicability in market research: pre and post experience surveys through the forms embed into the app itself.
- In this phase, the product will solely be available in PlayStore for Android users.
- The target placement of the alfa version of the product will be made through potential partners, such as: Asociatia Nationala pentru Boli Neurodegenerative (RO), Shift.MS and local psychological practices

## B2B2C MODEL

- This will be made possible through strong strategical partnerships with local and international MS network partners, dispersing the Beta I & II product licensing as Business to Business.
- The marketing is targeted to be made in 2 phases: Beta version B2B, through digital influencers, local business establishments and scientific study and Beta version for customers, based on the market study made in partnership with CINEtic Institution.

# MAIN BENEFITS

## IMPROVED WELLBEING

Even though on a limited pool of testers, the app showed fast improvement on the patient state of mind.

## ANALYTICS

Brings analytics that help both patients and doctors stay up to date with the disease evolution, lesion count and well-being.

## RESILIENCE

Through its unique architecture and brain properties, helps patients reach resilience and build coping mechanisms 3 times faster than through traditional therapy

## OVERCOME TRAUMA

Patients overcome trauma through visualization, as basically their disease sings back to them.

## MONITORING

The doctors and patients are more connected than ever through the chat and patient files digitalization.

## INNOVATION

The app uses breakthrough discoveries in music (art) therapy and brain plasticity.



# TRANSFORMING TREATMENT TECHNOLOGY

## AI HELPS OVERCOME

MSing's AI will collect and analyze the collective data gathered through the interaction with the app: personalized music preference during scan renditions, thereby creating a new KPI in the field – **wellness**.

## AI HELPS AVOID

By mapping a large load of MS patients' MRIs in its database, Msing will be able to predict musical preference for the user uploading it's MRI. This musical preference aims to create a new neural pathway to avoid affected areas in the brain while listening to the music rendition.

## AI TRAINS

Based on the Tic Principle, Msing's use of AI will help create positive "tics" by rerouting neural pathways to avoid lesions in the cortical area and through this, limit the impact of MS's on a more general level.





# OVERCOMING DISABILITY

## NEUROMUSCULAR DETERIORATION

Recovery from MS attacks has neuromuscular implications and we want to address that via personalized rhythmicity.

## NEUROLOGICAL BYPASS

Through personalized music renditions and memory we want to get access to the several neuro-pathways and find the one not impacted by the lesions that appear as a result of MS.

## RRMS

Msing with trauma addresses the form of remitting relapsing multiple sclerosis which is the most frequent form of the disease among youngsters

## MS PROGRESSION

Msing with trauma aims to analyze disease progression (in MRI scans and symptoms) against psychological wellbeing progression.

## ISOLATION

Through its unique features brought upon by art therapy, the application targets to decrease social isolation in chronic diseased patients.

## PSYCHO-SOCIAL CONTRIBUTIONS

By making an invisible disease, visible/audible, Msing has a huge impact on perception and social exclusion of patients struggling with this disease.

# PRODUCT ROADMAP

## PHASE I – FREEBIUM (BETA I)

Targeted release date: 15<sup>th</sup> of December 2019

The app will be released via PlayStore and will be free to use as long as the pre and post experience surveys are filled in.

The app will contain only the main functionality – MRI read and music rendition



## PHASE 2 – BETA II

Targeted release date: 2020

The app will be subscription based and will be released through medical partners.

The app will have 2 interfaces – one for the doctors and one for the patients.

New features are included such as: chat



## PHASE 3 - DESKTOP VERSION

Targeted release date: 2020 - 2021

The app will be available for in browser use through our site

Will include new features such as patient files digitalization.

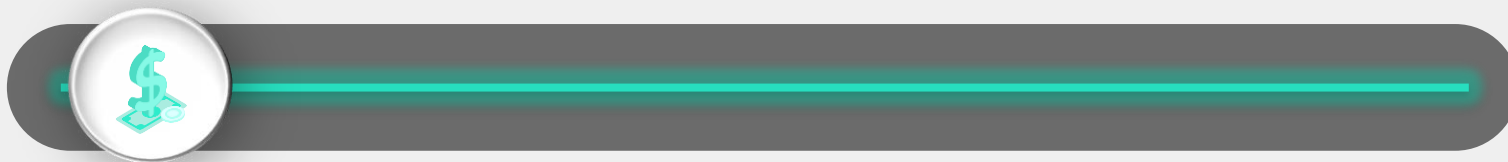
Will be subscription based and released through medical partners and MS associations



# REVENUE STREAMS PROJECTION

## FINANCIAL PARAMETERS

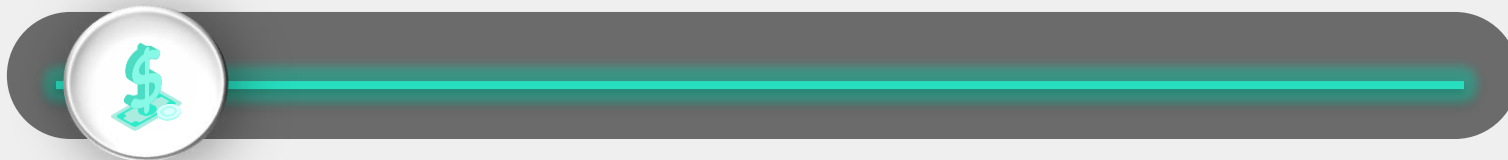
Hospitals  
Universities  
Research  
Institutions



9M

TBI –  
Traumatic  
Brain  
Injury

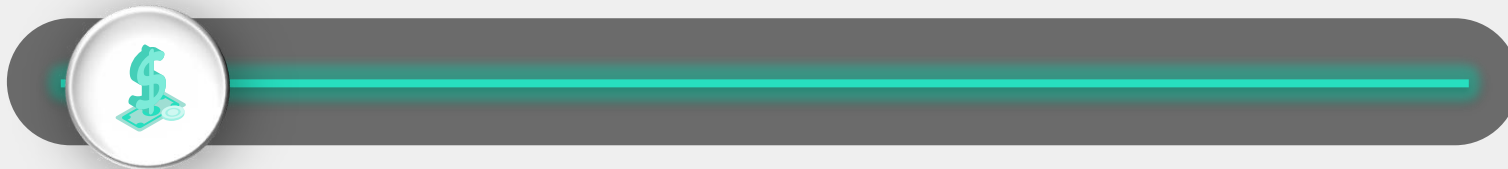
340.000 /Year  
Incidence



20M

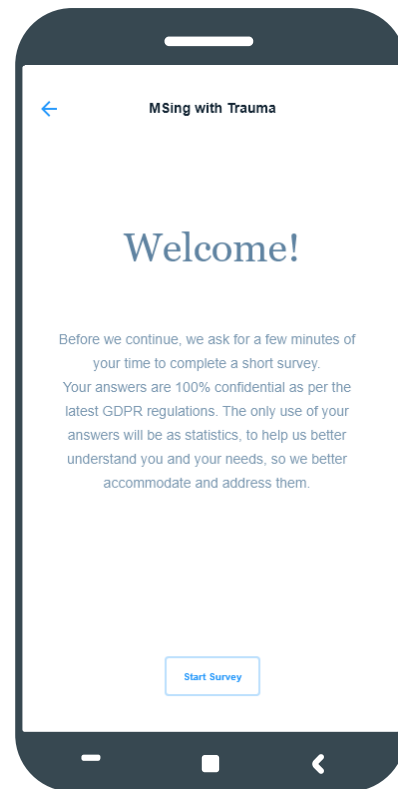
Patients  
Europe

80 – 100/100.000  
Incidence

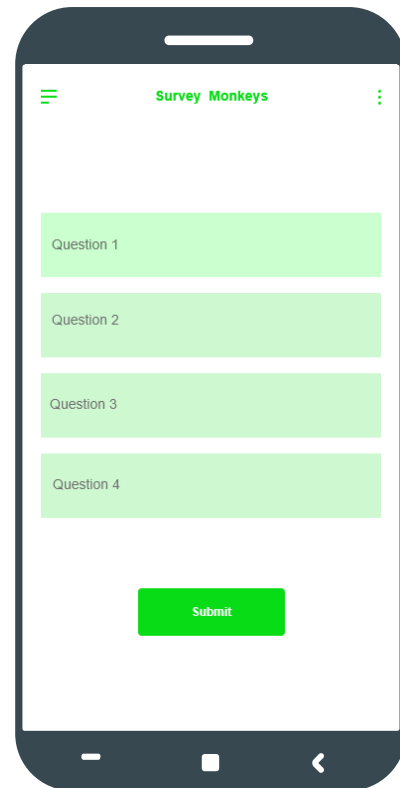


15M

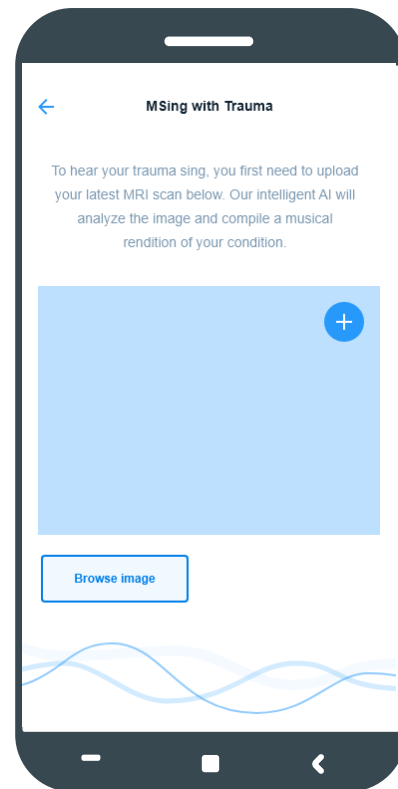
# PROTOTYPE – FREEBIUM MODEL



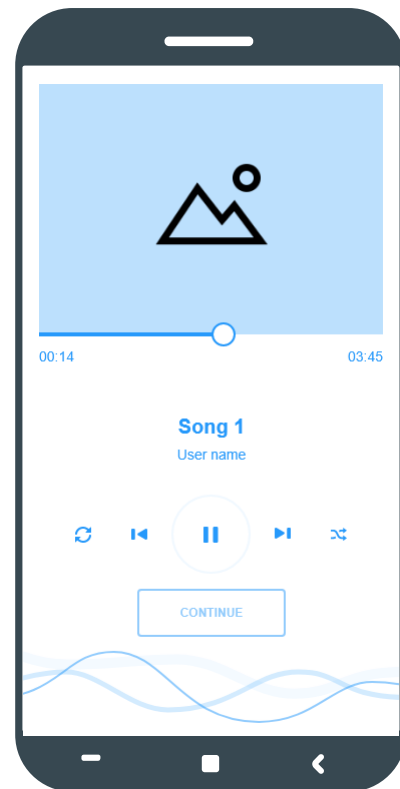
# PROTOTYPE – FREEBIUM MODEL



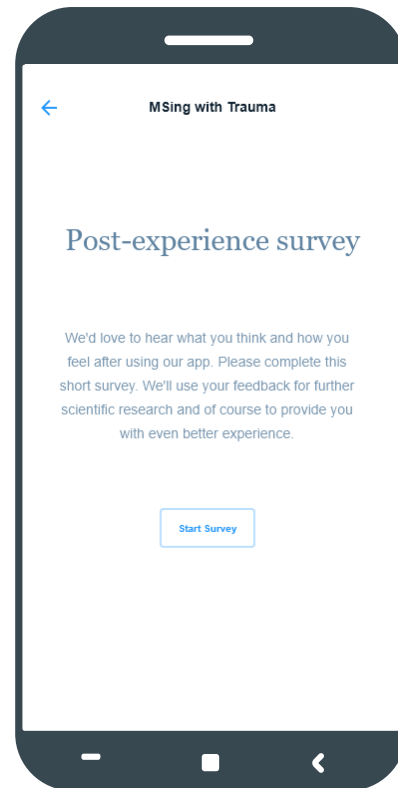
# PROTOTYPE – FREEBIUM MODEL



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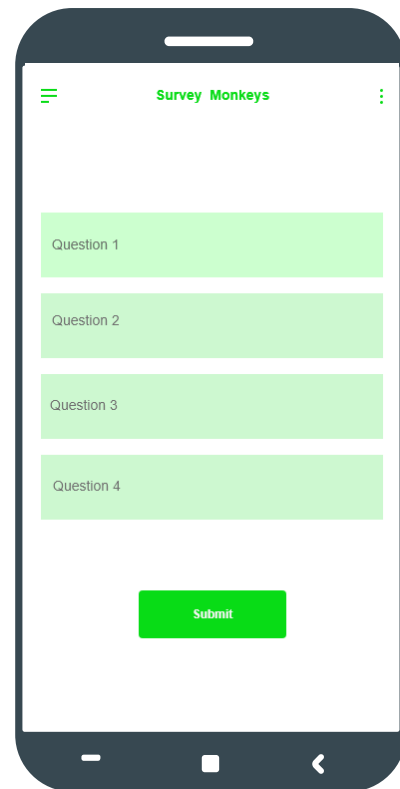


# PROTOTYPE – FREEBIUM MODEL





# PROTOTYPE – FREEBIUM MODEL



# INNOVATING TREATMENT

## RESEARCH INSTITUTIONS

Together with partners as research institutions we want to explore brain sonification and its effect on treatment for neurodegenerative diseases on a broader spectrum and maybe employ similar logic for illnesses such as: Parkinson, Hunting disease and Alzheimer.

## UNIVERSITIES

Through patent distribution we want to help universities in their own studies by bringing in new trends and analytics to survey upon and under collaboration, explore new ways of treatment.

## CORPORATE PARTNERS

Collaborate to find transformative treatment options, sponsorships to continue to innovate and reapply the same methodology on a broader spectrum of neurodegenerative diseases and reach a broader exposure through partnerships.



# THANKS

Does anyone have any questions?

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