# Dossier: NEUROFIT, INC.

## SBIR Award Details

**Award Title:** N/A

**Amount:** $74,879.00

**Award Date:** 2023-12-14

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

NeuroFit, Inc. (formerly NeuroFlow) is a digital behavioral health company focused on providing mental wellness solutions to support military personnel, veterans, and other high-stress populations. Their core mission is to bridge the gap in access to mental healthcare and improve outcomes for individuals facing challenges such as anxiety, depression, PTSD, and substance use disorders. NeuroFit aims to solve the problems of delayed access to care, stigma associated with mental health, and the difficulty in effectively monitoring and managing mental health conditions. Their unique value proposition lies in their HIPAA-compliant platform, which combines remote patient monitoring, clinically validated assessments, and personalized support to empower individuals to proactively manage their mental health and provide clinicians with actionable data to improve treatment decisions.

**Technology Focus:**

* Remote Patient Monitoring (RPM) Platform:\*\* A HIPAA-compliant platform that uses wearable device data (e.g., heart rate variability, sleep patterns), self-reported assessments (e.g., PHQ-9, GAD-7), and secure messaging to continuously monitor a user's mental health status. The platform then provides insights and actionable recommendations to both the user and their care provider.
* Personalized Support Programs:\*\* Develops and delivers tailored interventions, including digital therapeutics, educational resources, and access to virtual care, based on individual needs and risk factors identified through the RPM platform. These programs are designed to improve engagement in care and promote positive behavioral changes.

**Recent Developments & Traction:**

* Partnership with the Department of Veterans Affairs (VA):\*\* NeuroFit was selected by the VA as a leading digital mental health solution. Specific details regarding the scale and financial terms of the partnership are difficult to determine publicly.
* Series C Funding Round (October 2021):\*\* Raised $25 million in a Series C funding round led by Reimagined Ventures, with participation from Alumni Ventures Group, Red and Blue Ventures, and existing investors. This round supported product development and expansion into new markets.
* Rebranding to NeuroFit, Inc. (2023):\*\* The company rebranded from NeuroFlow to NeuroFit, Inc. in 2023 to better reflect its broadened focus on comprehensive behavioral health solutions, particularly within the military and high-performance sectors.

**Leadership & Team:**

* Chris Molaro (CEO):\*\* Prior to NeuroFit, Chris served as an active duty officer in the US Army, focusing on military intelligence.
* Adam Pardes (President & COO):\*\* Prior to NeuroFit, Adam held leadership positions at a financial services firm, bringing extensive operational and strategic management experience.

**Competitive Landscape:**

* Headspace Health:\*\* Offers a broad range of mental health and wellness solutions, including meditation, therapy, and coaching. NeuroFit differentiates itself by its stronger focus on remote patient monitoring, data-driven insights, and its specialization in serving military and high-stress populations.
* SilverCloud Health:\*\* Provides digital mental health programs based on cognitive behavioral therapy (CBT). NeuroFit's key differentiator lies in its comprehensive RPM platform, which integrates wearable data and personalized support to provide a more holistic and proactive approach to mental health management.

**Sources:**

1. [https://www.neurofit.io/](https://www.neurofit.io/)

2. [https://www.mobihealthnews.com/news/digital-behavioral-health-company-neuroflow-rebrands-neurofit](https://www.mobihealthnews.com/news/digital-behavioral-health-company-neuroflow-rebrands-neurofit)

3. [https://www.linkedin.com/company/neurofit-inc/](https://www.linkedin.com/company/neurofit-inc/) (Used for Leadership Team information)

4. [https://www.finsmes.com/2021/10/neuroflow-raises-25m-in-series-c-funding.html](https://www.finsmes.com/2021/10/neuroflow-raises-25m-in-series-c-funding.html)