



NEURON
LABS

CAPABILITY STATEMENT

ABOUT US

Neuron Labs is a neuroscience consulting group founded by [Sharena Rice, PhD](#) and [Harrison Canning](#). With a combined track record spanning medical devices, brain-computer interfaces, biodesign, IP strategy, research commercialization, and science communication, we help turn frontier neurotechnologies into tomorrow's establishment.

We bridge science, engineering, regulatory, business strategy, and public relations to accelerate neurotech innovation from concept to commercialization.

DIFFERENTIATORS

- **Curiosity:** Facilitating conversations helps companies gain a better cross-functional understanding.
- **Neurotech Focus:** We exclusively work within the neurotechnology field. We are deeply committed to the responsible advancement of these technologies and driven by a shared belief in their transformative potential.
- **Proven Impact:** Track record of winning funding, accelerating product timelines, and driving go-to-market strategies.
- **Bespoke Solutions:** Tailored consulting models—milestone-based, commission, or project-based.

CORE COMPETENCIES

Innovation Strategy

- Develop integrated business and IP strategies aligned with long-term goals.
- Map competitive landscapes and identify whitespace opportunities.
- Support grant writing, technical writing, and publication strategy.

Product Development

- Define product requirements and create development roadmaps.
- Conduct UX research, testing, and risk assessments to meet user and regulatory needs.
- Translate compliance standards into actionable guidance for faster, safer innovation.

Marketing & Communications

- Craft branding strategies, visual identities, and digital assets (logos, websites, style guides).
- Produce educational and promotional media, including videos for recruitment and partnerships.
- Deliver messaging and media training to position leaders as effective communicators.

Fundraising & Partnerships

- Design fundraising strategies and identify target investors.
- Create compelling pitch decks and coach for high-impact presentations.
- Build connections and partnerships to accelerate growth and market entry.



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