

# Go-To-Market Strategy

We Grow With Our Clients

Academia & Community Network Effect

## SaaS Business Model Pricing

Monthly developer user subscription cost = \$250

Monthly End-User subscription cost = \$5

Neural Data Enterprise analysis cost = \$0.05 per min

Neural Data Established analysis cost = \$0.01 per min

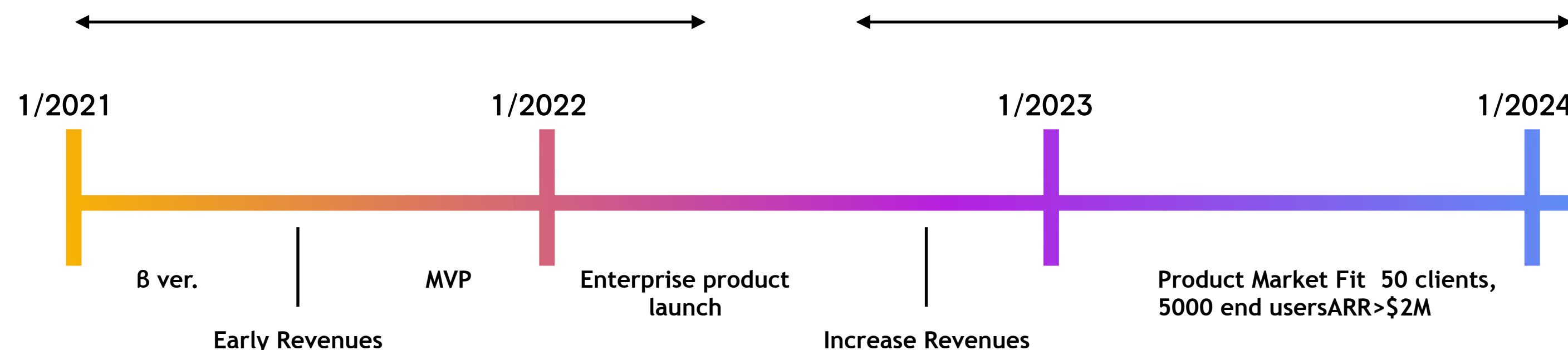
## Detailed Strategy

Focus on EEG+HRV technologies  
Main effort on Enterprise design partners  
Free software for Academia and small startups  
Generate traction and early revenues  
Test the Business Model


Add Eye Tracking + EOG technologies  
Increase Traction and revenues  
Test Network Effect assumptions  
Verify Business model and Product market fit  
Medical market research and entry point planning

# Growth

## Road Map Objectives



# NeuroBrave Vision



Build a superior product that solves the problem, works flawlessly, fun and easy to use

Be the largest software solution provider for companies in the market

Accelerate the market – help all companies from enterprise to startups – get to the market faster, better and cheaper