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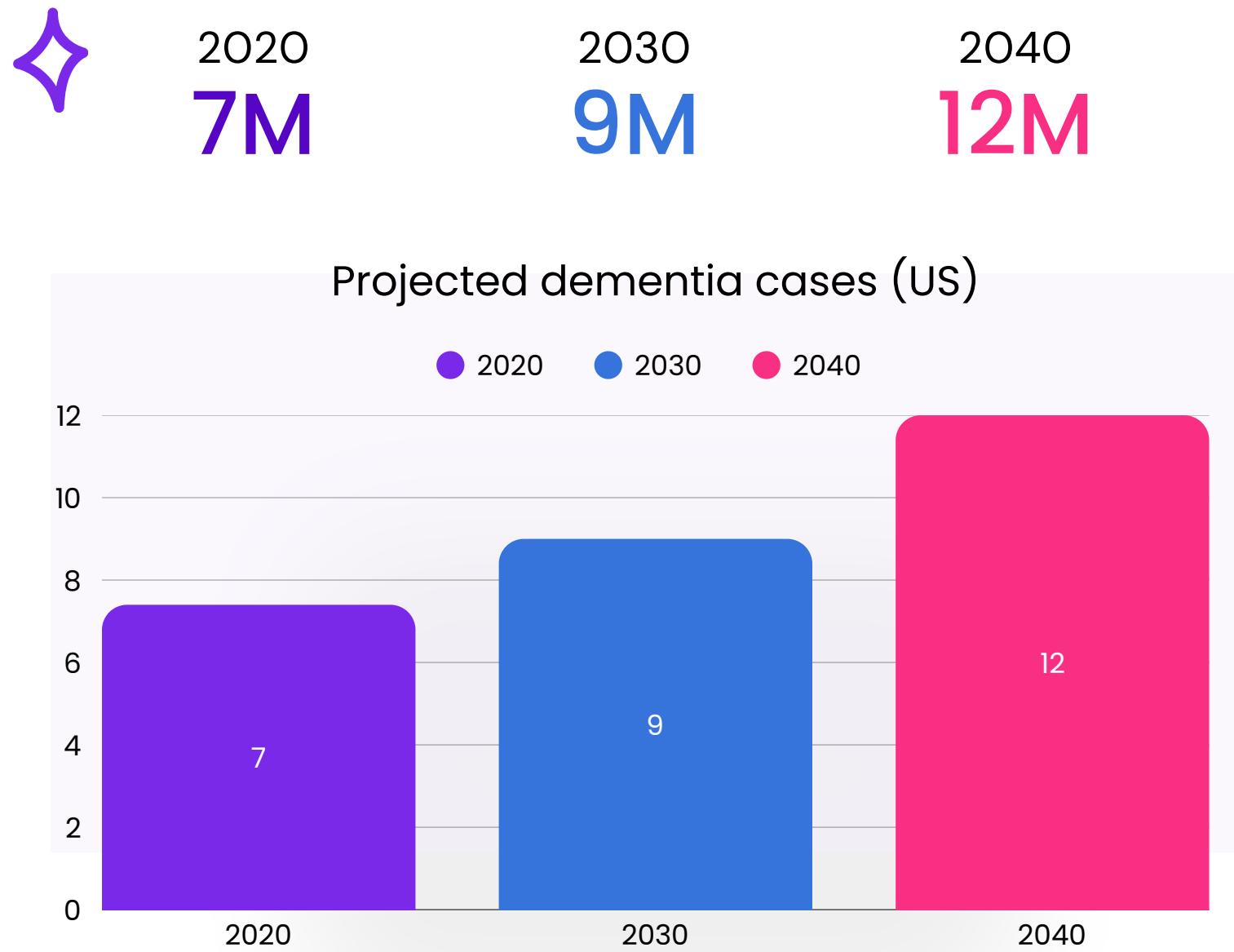


+7 Million Americans

Aged 65+ were living with dementia in

2020





Dementia is a looming public-health crisis

- WHO recognises dementia as a public health priority
- Rates double every 5 years after 65

*Half of those affected never receive a clinical diagnosis.

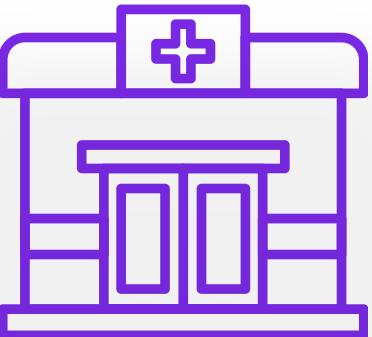


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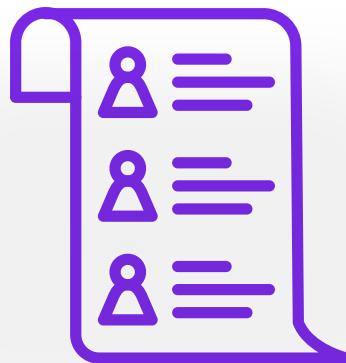
Testing Hasn't Evolved - But Dementia Has



Paper tests from the 1980s

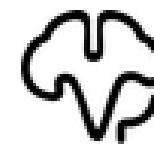


Long clinic visits



Months-long waitlists





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Meet Wayloom

Fast & Accessible



Five-minute cognitive assessments on any smartphone



Shared Care View



Unified clinician + caregiver dashboards for at-home and clinical continuity

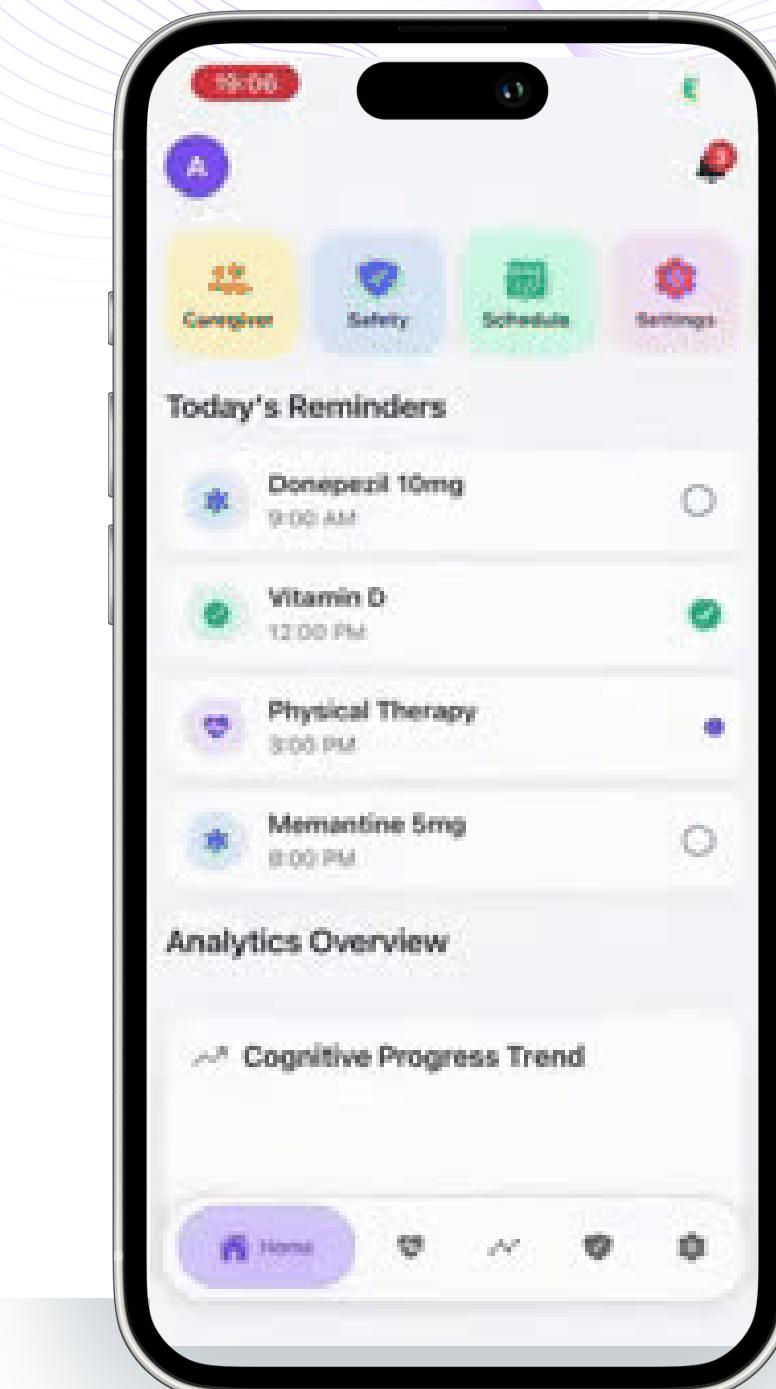


AI-Driven Insights

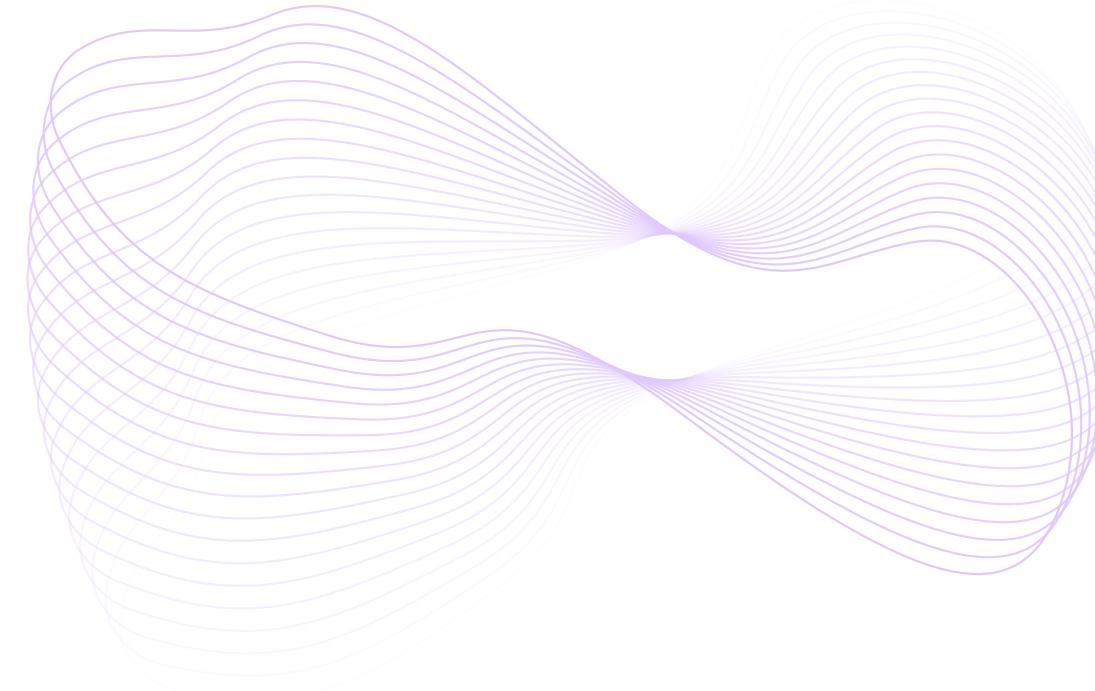
Analyzes speech & memory to detect subtle changes

Personalized & Adaptive

Tests adapt to language, culture & education level



How it works



- 01 **Take a Test** → 02 **AI Analysis** → 03 **Insights & Trends** → 04 **Continuous Monitoring**
- Open the app and perform a test guided by our chatbot
- Speech & memory metrics evaluated in seconds
- Get scores, trends & proactive recommendations
- Tracks changes & suggests check-ins.



An Exploding Market for Cognitive Health

2024

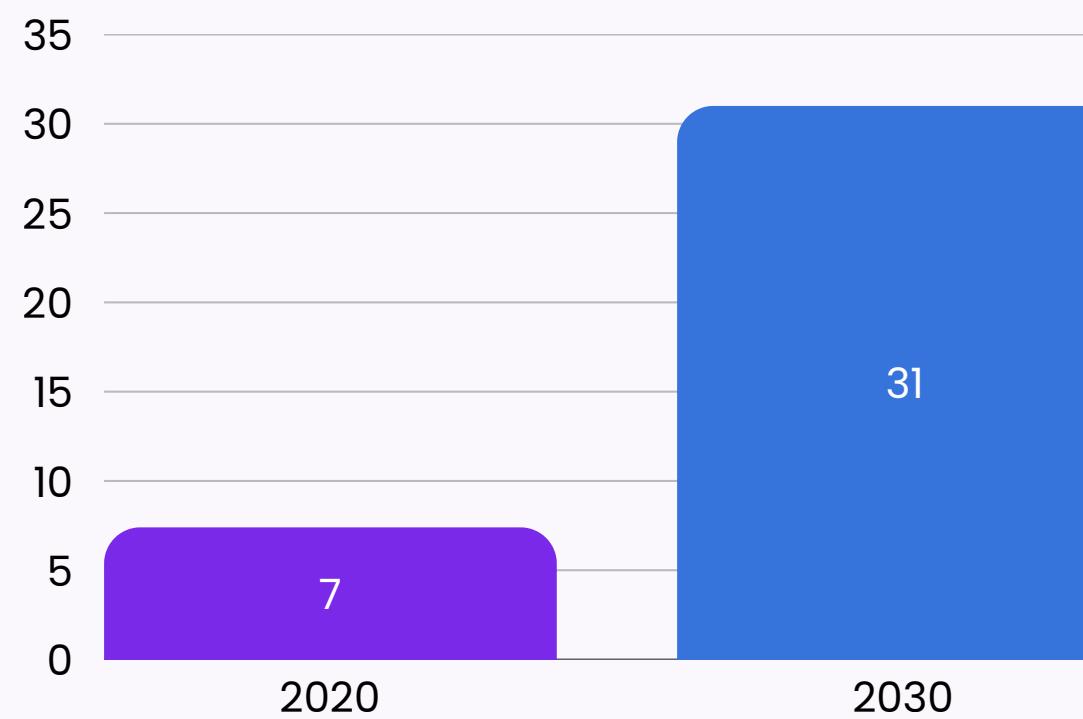
\$7.4M

2030

\$31M

Projected dementia cases (US)

● 2020 ● 2030



Rapid Growth

Projected CAGR >25%
over the next 6 years

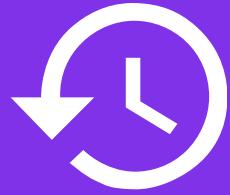
Large TAM

\$31B global market by
2030

Underserved US

\$2B US market with few
accessible tools

Why Now?



Accelerating Dementia

Rates double every five years after 65; millions remain undiagnosed.



Clinical Overload

Clinicians are overwhelmed; caregivers need clarity and guidance.

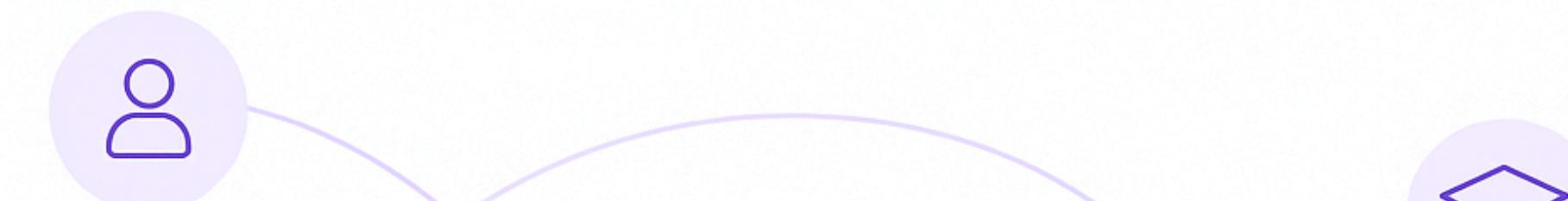


Policy & Tech Momentum

CMS reimbursement and AI breakthroughs make adaptive testing possible.



Business Model



Individuals (B2C)

\$4.99/mo • \$49/yr • \$14.99 report

Free baseline assessment



Caregivers

\$9.99/mo (3 profiles) • \$99/yr

+\$3/mo each additional

Includes premium insights



Researchers

Free academic access

Optional support packages

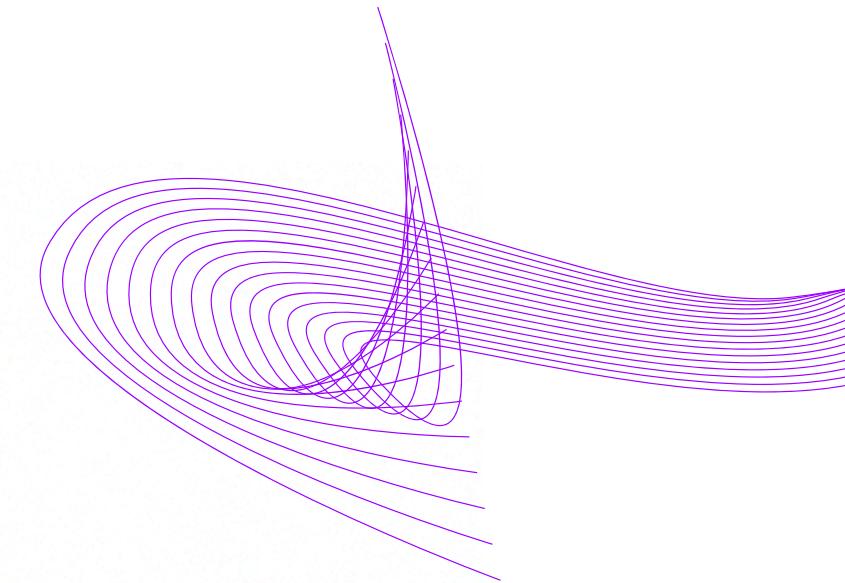


Clinics (B2B)

Professional: \$149/clinician/mo

Clinic Plus: \$399/site/mo

+\$2 per extra assessment

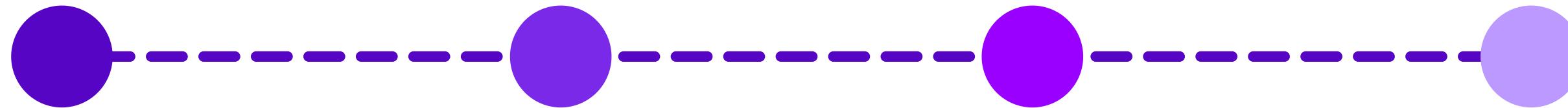


Competitive Landscape

Feature	Wayloom	BrainCheck	Linus Health	MoCA Online	Altoida
Cultural Adaptation	✓	✗	✗	✗	✗
Adaptive Testing	✓	✗	✗	✗	✗
Conversational Delivery	✓	✗	✗	✗	✗
Longitudinal Monitoring	✓	✓	✓	✗	✓
Caregiver Integration	✓	✗	✗	✗	✗
At-Home Usability	✓	✗	✗	✗	✗

Traction

Despite being early stage, we have:



Prototype Built

**Early Usability
Testing**

**Dataset Access
Secured**

**Credibility & Early
Demand**

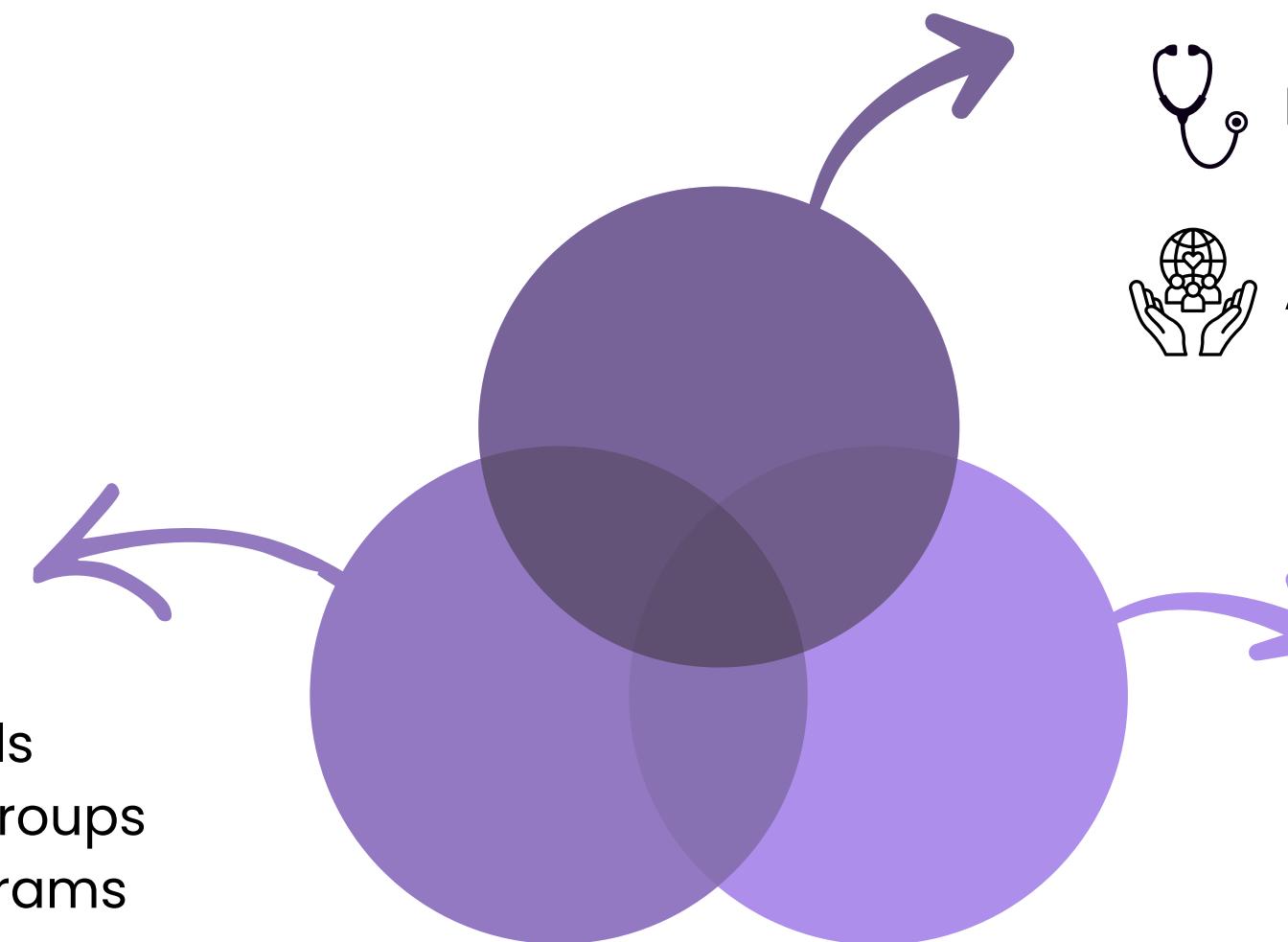


Go-to-Market Strategy

Who We Reach:

Trusted Aging Networks

- Seniors & caregivers
- AARP-aligned channels
- Caregiver Facebook groups
- Local aging-well programs



Clinical Core

Memory clinics

Neurology groups

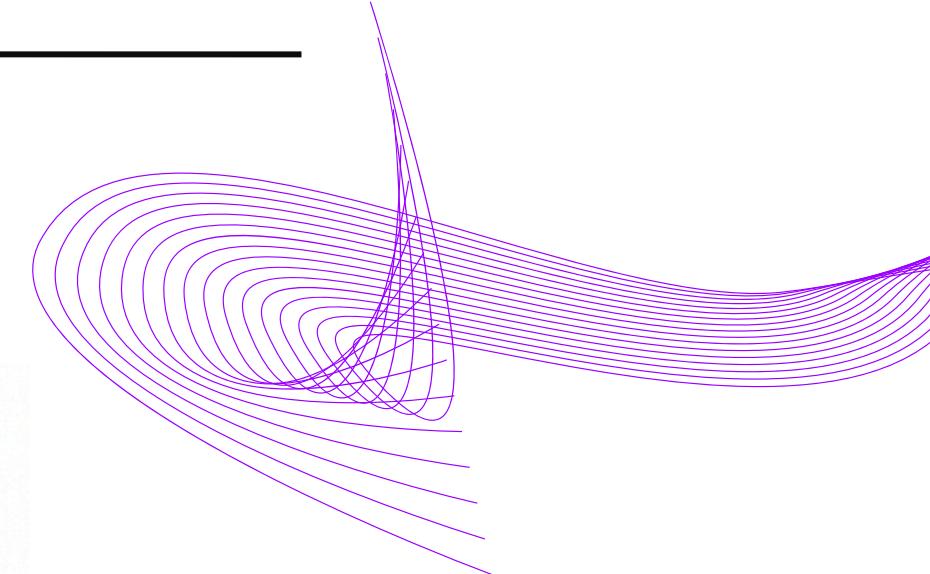
Aging-care orgs

Scaled Growth Layer

- Physician referrals
- Medicare/MA programs



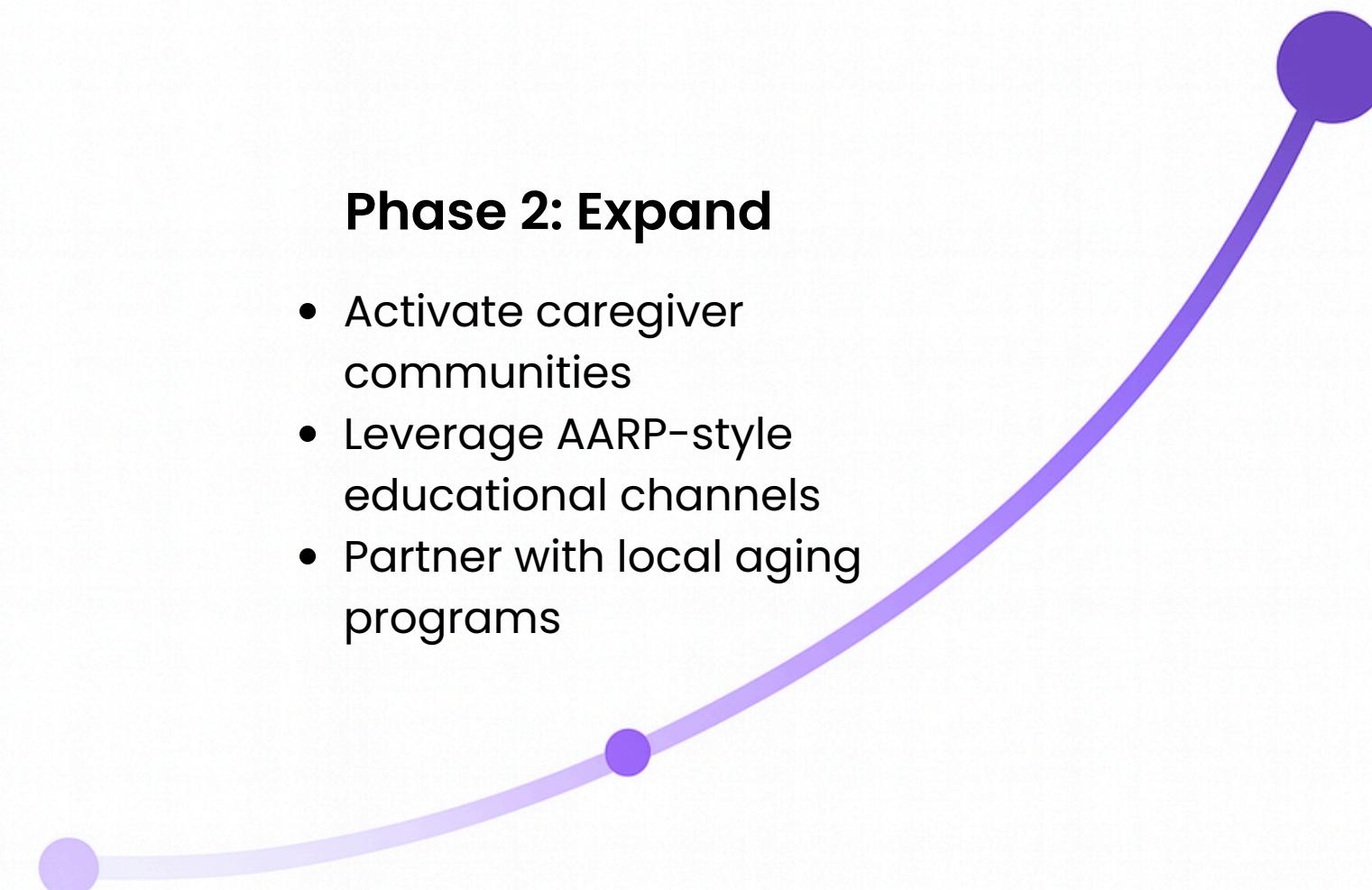
Go-to-Market Strategy



How We Scale:

Phase 1: Validate

- Partner with clinical groups
- Collect outcome + accuracy data
- Establish credibility & trust



Phase 2: Expand

- Activate caregiver communities
- Leverage AARP-style educational channels
- Partner with local aging programs

Phase 3: Scale

- Physician referrals as a major growth engine
- Add MA/Medicare reimbursement pathways
- Optimize **CAC < \$20**
- Maintain **65%+** retention through personalized monitoring

Trust → Reach → Scalable Growth



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The Ask

Cloud based
infrastructure

Clinical Validation

HIPAA infrastructure

Workspace &
Interns

Provisional Patent

\$10,000



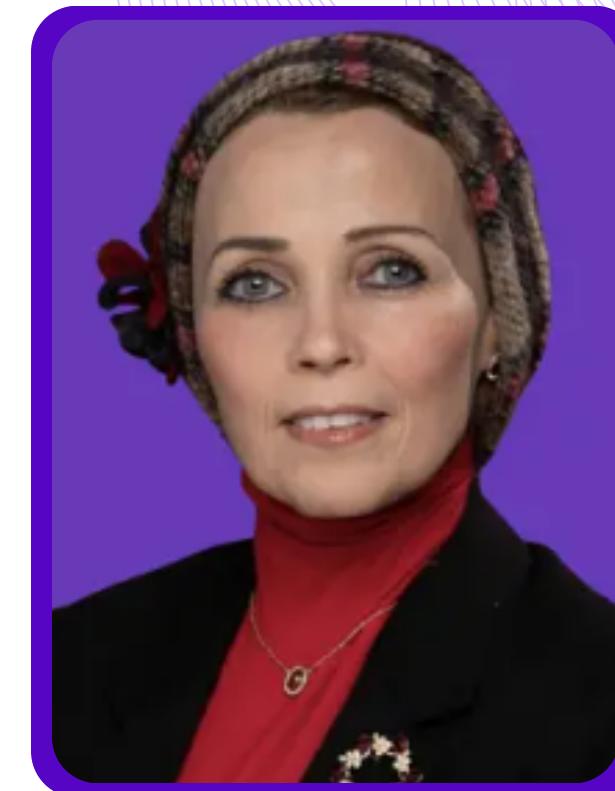
Our Team



Fedi Naimi
Co-Founder



Halee Belghouthi
Co-Founder



Dr.Suhila Sawesi
Research Advisor





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A world where monitoring cognitive health

is as normal as tracking steps on a smartwatch.

**Early detection gives families
time
the one resource dementia steals
first.**



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Thank You

Thank you for your attention! We look forward to collaborating.



Website