

Forget Me Not

**Because each memory has a
soundtrack of its own.**

ALZHEIMER'S DISEASE BACKGROUND



STATISTICS

6TH LEADING CAUSE
OF DEATH IN THE U.S.

5.8 MILLION AMERICAN
MORE THAN DOUBLE 2050



SYMPTOMS

MEMORY LOSS
CONFUSION

ANXIETY
DISTRESS

OUR PROBLEM: MEDICAL NON-ADHERENCE (DEMENTIA) 10.7% - 38%
TREATMENT NON-COMPLIANCE - WIDESPREAD & UNDERESTIMATED FOR AD PATIENTS



SCIENCE

+

TECHNOLOGY



Alzheimer's
MUSIC PROJECT

MUSIC THERAPY

- FAMILIAR TUNES STIMULATE MUSICAL SEMANTIC MEMORY
- REDUCE STRESS & ANXIETY



MINDSET



KOKOON



Spotify®

DIGITAL MUSIC SERVICE

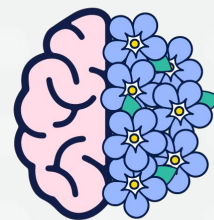
VISION

How Will This Benefit AbbVie?



RESEARCH

Research shows that musical cues can reinstate certain past behaviors in rats.



OUR PRODUCT

Familiar music is associated with memories and proven to reduce anxiety.

abbvie

ABBVIE

Forget Me Not can increase recognition and medical adherence to ABBV-8E12

THE SOFTWARE: FORGET ME NOT

**PLAY MUSIC WHILE WEARING
HEADPHONES WITH INTEGRATED EEG SENSORS
TO MEASURE BRAIN'S RESPONSES TO SONGS**

**ACTIVATES MUSICAL
SEMANTIC MEMORY**

FAMILIAR SONG



**CONTINUE PLAYING;
ADD TO POSITIVE PLAYLIST**

**ADD SUGGESTED
& SIMILAR SONGS
TO QUEUE**



**SKIP;
ADD TO NEGATIVE PLAYLIST**

**PLAY NEXT
QUEUED SONG**

ACTIVATES TEMPORAL LOBE

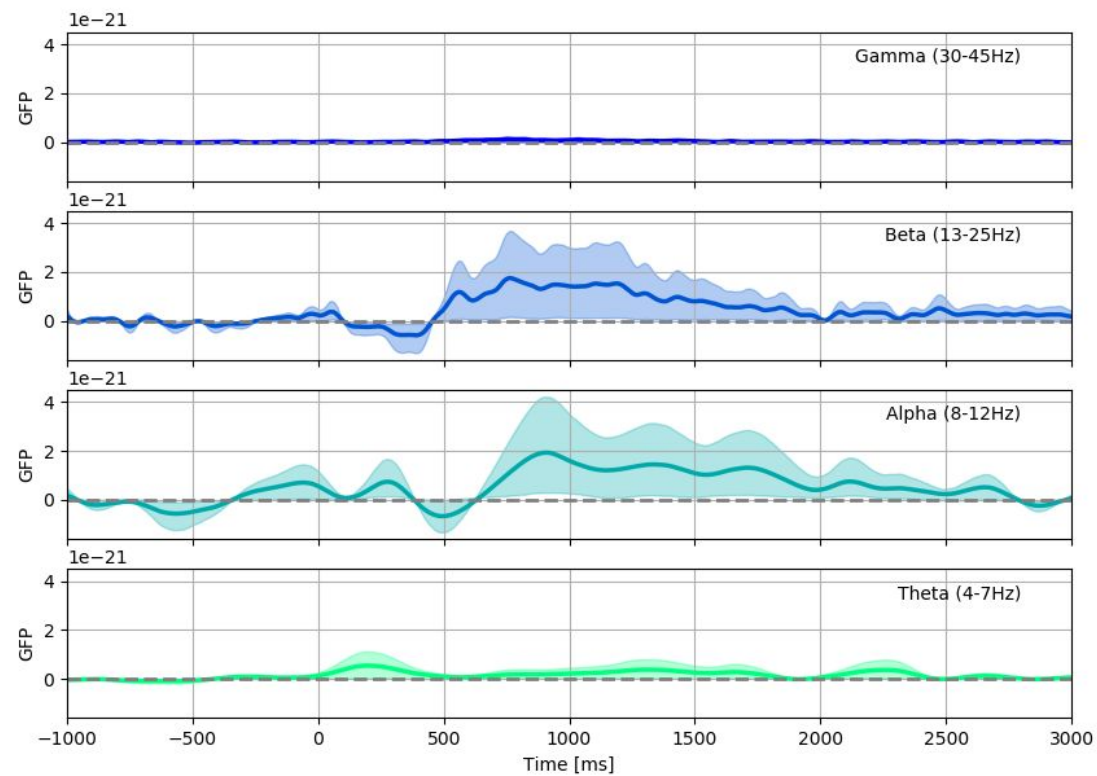
UNFAMILIAR SONG



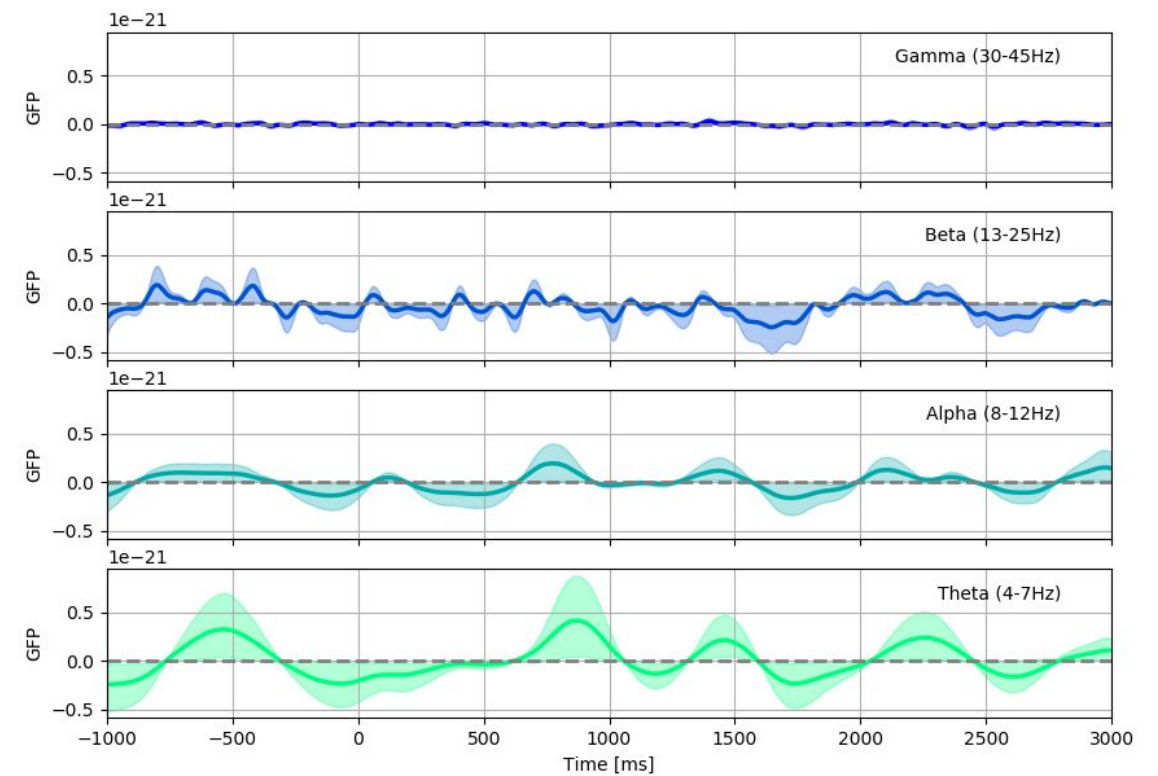
SKIP

**PLAY NEXT
QUEUED SONG**

DEMO



WAVEFORM SET A
signatures of semantic memory activation



WAVEFORM SET B
no signatures

FUTURE DIRECTIONS



Managing Insomnia and Restlessness



Larger Database of Age-Based Playlists



Enhancing User Experience



HACKVIE 2019