



Mindbloom

The Future of Cognitive Wellness

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Agenda

- The Problem
- Total Addressable Market
- Vision and Mission
- The Solution
- User Personas

The Problem

Challenges in Cognitive Wellness and Rehabilitation



Fact

A significant number of adults encounter difficulties in cognitive functions such as memory, attention, speech and planning, often exacerbated by factors like aging, surgical recovery, brain injuries or neurodivergence



Limitations of Current Solutions

Existing cognitive solutions predominantly emphasize on gamification and scoring systems, neglecting the nuanced clinical and emotional needs of users, which are critical for effective rehab or general pro-active cognitive training.



Need for Supportive Guidance

Individuals needing cognitive support often experience a lack of gentle guidance, adaptive pacing, and encouragement, and individuals looking for proactive wellness lack the knowledge of evidence-based activities to form essential, healthy micro habits or consistent routines

Total Addressable Market

Understanding the Market Potential



Market Size

The global cognitive rehab and brain health app market is worth over \$16 billion, affecting more than 100 million adults and growing rapidly.



Affected Demographics

Adults actively seek cognitive function improvement—covering the aging, post-surgical, TBI/stroke, neurodivergent, early dementia.



Wellness – Focused Individuals

In addition to those with clinical needs, there is a growing segment of wellness-focused individuals seeking cognitive enhancement and maintenance solutions, further expanding the market potential.

Vision and Mission

Empowering Vision: Empower all adults to maintain, regain, and celebrate their cognitive and communication abilities with confidence, for as long as is possible



Compassion-First Mission: Deliver an accessible, science-based, and compassion-first digital experience for aging, recovering, and wellness-seeking adults—and their caregivers.



Inclusivity and Accessibility: Create a platform that is inclusive and accessible, ensuring ALL users, regardless of their cognitive capabilities and challenges, to feel supported throughout their journey.

Competitors and Differentiators



Competitive Landscape

A few each with distinct approaches to cognitive training and rehabilitation.

- Lumosity
- Cognifit
- Peak
- BrainHQ

What they do well

- Engaging games
- Assessments
- Clinical rehab focused

What they Don't

- Gamified - not science backed
- Disregard holistic needs
- Less real life relevant
- Not empathy-driven
- Narrow focus
- Lack personalization
- Generic & tedious

Mindbloom's Unique Edge

Mindbloom bridges the gap between everyday wellness and true rehabilitation - adapting to user mood, health and life circumstances to provide a more personalized experience.

The Solution

MindBloom provides AI-adaptive daily cognitive routines for memory, attention, speech, planning, and problem-solving—backed by medical science and real-world relevance.



Features:

Mood and health onboarding
for tailored sessions

Real-life scenarios, daily tasks,
and social/buddy activities

Positive, gentle progress
tracking with
encouragement—not punitive
scoring

Caregiver and group support for
inclusion and consistency

Analytics to measure progress
and brain tips to follow



Clinically validated:

Science-backed approaches from Mayo Clinic, Harvard, Johns Hopkins, and AAN, with 10–40% observed improvement in key cognitive domains

User Personas

Primary User Segment:

- Health-conscious midlifers (40+)
Time-strapped professionals balancing work & family, already investing in physical wellness, primed to add “mental fitness” to their routines.
- Retiring-but-active individuals (late 50s–early 60s)
Active retirees with disposable income, seeking purposeful routines to “age well” and maintain cognitive sharpness.
- Seniors managing cognitive health (60s–70s)
Noticing minor lapses, desire daily brain training and habit tracking, may use alongside chronic condition programs.
- Professionals in cognitively demanding jobs
Educated, urban/suburban lawyers, doctors, execs, motivated to preserve their cognitive edge.
- Women in perimenopause/menopause
Facing “brain fog,” want structured, evidence-based solutions for hormone-related cognitive changes.

Secondary Segments & Future Expansion:

- Early dementia/MCI sufferers & caregivers—user-friendly, engaging cognitive tools, progress tracking.
- Post-brain trauma/stroke/TBI patients—rehab, independence, psychological support.
- Adults with family history & risk—proactive prevention, motivated by awareness of risk factors.
- Allied clinicians/therapists—digital aftercare to improve therapy outcomes & patient engagement.

Market Strategy and Growth

